



Donna Snow

# Public Speaking: Engaging Your Audience

A four-session course

Words may read well on the page, but engaging a live audience is a whole different ballgame. Learn how to put your audience at ease, include humor, structure your topic, add memorable moments, evoke emotion, include personal examples, and end with a power-packed conclusion. You may be a new speaker or an introvert, but with these tips, your audience will never know it.

## Session 1: How to Structure Your Presentation to Engage Audience

- State a clear goal/benefit upfront.
- How to create a discernable beginning, middle & end.
- How to incorporate emotive words and use humor effectively.
- How to create an outline and memorize so you can teach from bullet reminders.

## Session 2: The Mechanics of a Dynamic Presentation

- Appearance, dress, environment, and engagement.
- Know your audience, keep it conversational, and work with your speaking style (not others).
- How to slow down, make eye contact, take pauses, and practice tone and projection.
- How to keep within the allotted time and ensure people can find you online later.

## Session 3: Speaking to a Live Audience

- How does your presentation add value to the audience? Tailor speech around the main takeaway.
- Rehearse, practice with distractions, practice body language/movement, and mentally prepare.
- How to find and speak in your own voice.
- People love unwrapping gifts, so learn how and when to kick in a surprise.

## Session 4: Speaking Online: Zoom and Facebook Live

- You will be much closer to your audience: how to check your face and set up the background.
- Use proper equipment: how to use lighting, set up and camera angle to benefit the audience.
- How to structure an animated, lively presentation since the camera is static.
- How to create/offer online resources to keep them engaged with you after the session ends.

The course is taught live by Donna through Zoom. Each one-hour session is \$50 for a total course cost of \$200. Each course includes handouts with insider tidbits learned through 20 years of public speaking.

**About Donna:** Donna has published 13 non-fiction books, eight of which are traditionally published, and five of which are published through a national women's mission organization with accompanying videos. Donna is a sought-after speaker and regularly travels the world to teach from Scripture. Donna leads biblical and historical teaching tours through the Holy Land, Germany, Scotland, Greece, Turkey, and Italy. Visit her website for more information: [www.ArtesianMinistries.org](http://www.ArtesianMinistries.org).