

## 6 Tips

### for your public appearance



//Tips

## Prepare a public appearance professionally

### 1 Nervousness

Despite perfect preparation, many people suffer from stage fright. Realise that this is not a bad thing, but actually gets your brain working at full speed. Breathe in and out slowly several times just before your performance. A trusted companion can also be a valuable source of support.

### 3 Clothing

The dress code depends on the industry. It can be more relaxed, especially for start-ups. An appearance in business, financial or political circles usually requires a suit or at least jeans and jacket for men and a suit or elegant combination of trousers and top for women.

### 5 Lecture

Come up with a concise introduction and conclusion and include little anecdotes. A good presentation always entertains a little. If possible, build on previous contributions. Speak in simple, clear sentences that should not contain too many numbers.

### 2 Preparation

Find out as many details about the appointment as possible in advance. The technical conditions on site are important, as are the journey and local contacts. Find out who will be in the audience. The time of the performance is also important. After the lunch break, for example, everyone is a little sluggish and it takes more effort to get their attention.

### 4 Performance

Even the way to the podium is important. Don't walk too quickly or too slowly. Smile at the audience in a friendly manner. Take breaks during your presentation and look into the audience more often than just at the manuscript. Stand comfortably but upright.

### 6 Training

If you regularly stand in front of an audience or give interviews, media training is worthwhile. Among other things, you will learn to speak with a calm, strong voice, to speak freely and to pay attention to facial expressions and gestures. Contact us about our mbw media training courses.

#### Your contact partner



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