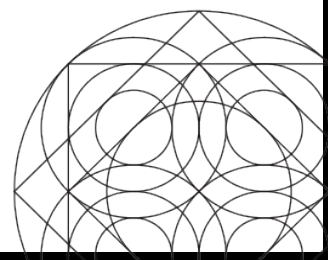
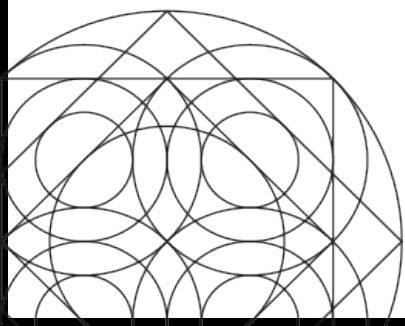


# PRODUCTION FOR *Speaking*



# PRE-PRODUCTION FOR *speaking*

## *PALM CARDS*

- *Can help you feel more confident.*
- *Write key points to help trigger your memory*
- *Brand them!*



## *POWERPOINT*

*Use pictures to your advantage and banish words from your presentation  
Fill the screen with a compelling and beautiful image that deepens the point  
you're making*

*Create Supporting Visuals instead of hosting a Read-Along*

## *TECH*

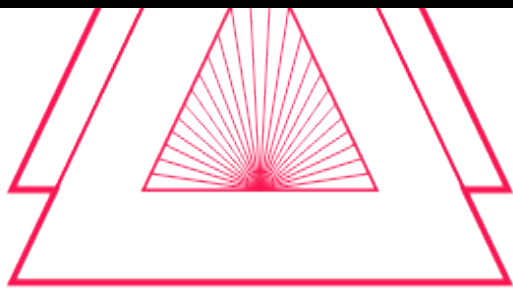
*Check that the planner can handle Powerpoint/Keynote*

*Bring your presentation on 2 USBs*

*If you're using non-standard fonts, install your fonts onto the USB*

*Bring connecting cords and a clicker*

*Check that your batteries are charged*



# PRE-PRODUCTION FOR *speaking*

## ***Hire a videographer***

- *Find out if the event planner will be recording your speech, and if you will have full access it*
- *Hire your own videographer to shoot your main footage*
- *When hiring your own set them up as close to you as possible and discuss how you will record sound*
  - *You may need to supply your own lavalier mic to capture your own sound, separate to the event equipment*
- *You can shoot it yourself by setting up a tripod and camera*

## ***The Venue***

- *Get to know the presentation space ahead of time - have the event coordinator send you a picture of the space you'll be speaking*
- *Find out the set up – where you will be speaking, where your computer will be set up etc –give yourself plenty of time!!*
- *Pass this information on to the videographer if you've hired one*

*Every space is different and will provide unique challenges*

## ***Personal Care***

*Avoid Dairy, Citrus, Fizzy Drinks, Excess Coffee*

# PRODUCTION FOR *speaking*

*After arriving at the venue:*

- *Find the event planner and then the Audio / Visual (AV) person*
- *Troubleshoot your technology and run through your presentation*
- *Do a sound check to get to know the equipment and rehearse*

*How to do a Sound Check*

*Traditional sound check:*

*1, 2, 3, 4, 5, 6, 7, 8...*

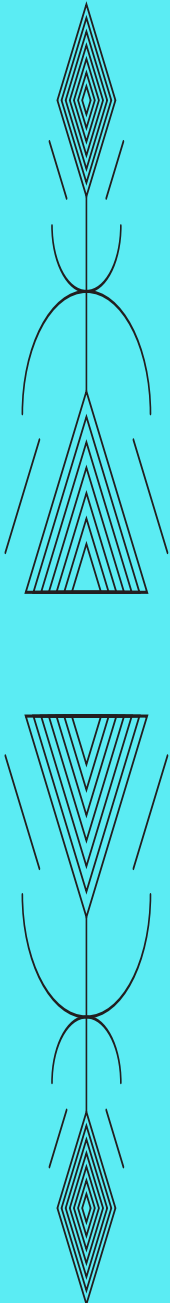
*Recital sound check:*

*Go through the first couple of minutes of your performance*

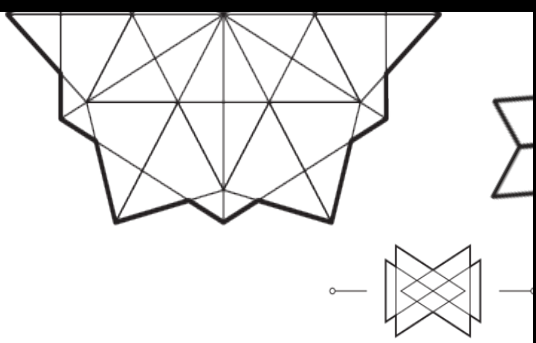
*Walk the stage completely to make sure there are no hot spots for feedback*

## **Lecterns**

- *Creates a physical barrier between you and your audience*
- *Limits your connection to the audience*
- *If you have an option, then try not to use it*
- *You can walk back any time and look at your notes...but you probably won't need to*
- *Bring something to stand on if you are vertically challenged*



# PRODUCTION FOR *speaking*



## ***Marketing Materials***

- *Make sure all of your marketing materials are set up for easy distribution*
- *Do not hand out your slides before your presentation*
- *Assure your audience they don't need to take notes – you can email them a comprehensive handout and resource list*
- *Instead of copies of your PowerPoint slides, create a single page outline that covers the major concepts*

## ***The waiting game***

- *Be conscious of what works best for you*
  - *Run through your notes*
  - *Find a quiet area*
  - *Find someone to small talk with*
  - *Lounge in the Green Room with other presenters*

## ***After your speech***

- *Start meeting your audience and creating connections*
- *Chat with the videographer about the shoot and get your footage the day of the event so you can get it edited*
- *Grab your equipment from the AV person*
- *Grab leftover marketing materials*

# POST-PRODUCTION

## FOR *speaking*



### ***Editing your speech***

- *Edit it into a reel you can show your clients*
  - *Sizzle Reel: 1-2 min long, short one liners and testimonials. Cut heavily between a number of different speeches*
  - *Demo Reel – 2-4 min long, a condensed version of your full speech*
- *Within the first 30 seconds, it should have you saying a memorable and insightful point*
- *Within the first minute it should show audience reaction, laughter is always the best*
- *You can add an intro by a professional speaker on Fiverr*
- *Include Highlights and show your diversity as a presenter*
- *Use still shots of the crowd or of you speaking at an event where you did not have video footage*
- *Add testimonials on the screen as text to fill the space*

### ***How do you make a demo video if you don't have any footage of you speaking?***

- *Why don't you mock up a faux speech and film it?*
- *Include your contact details and CTA at the end*
- *Add to your media page and website*