

7 TIPS FOR PITCHING & PRESENTING

Developed by Mosman Council to Support Local Community Groups



1

KEEP IT SIMPLE

Don't leave your audience wondering what to take away from your pitch or presentation - you should be emphasizing your central message and everything you discuss should reinforce this message.

- ✔ Decide on 1 overarching message and a couple of key messages to reinforce this
- ✔ Ensure all facts, figures, stories and examples connect to these key messages
- ✔ Make sure your message is front and centre
- ✔ Repeat your key message/s several times throughout your presentation

2

GET ENGAGED

Your ability to successfully get your message across is dependent on your ability to engage the audience. Speak to the audience's head AND heart by connecting with them.

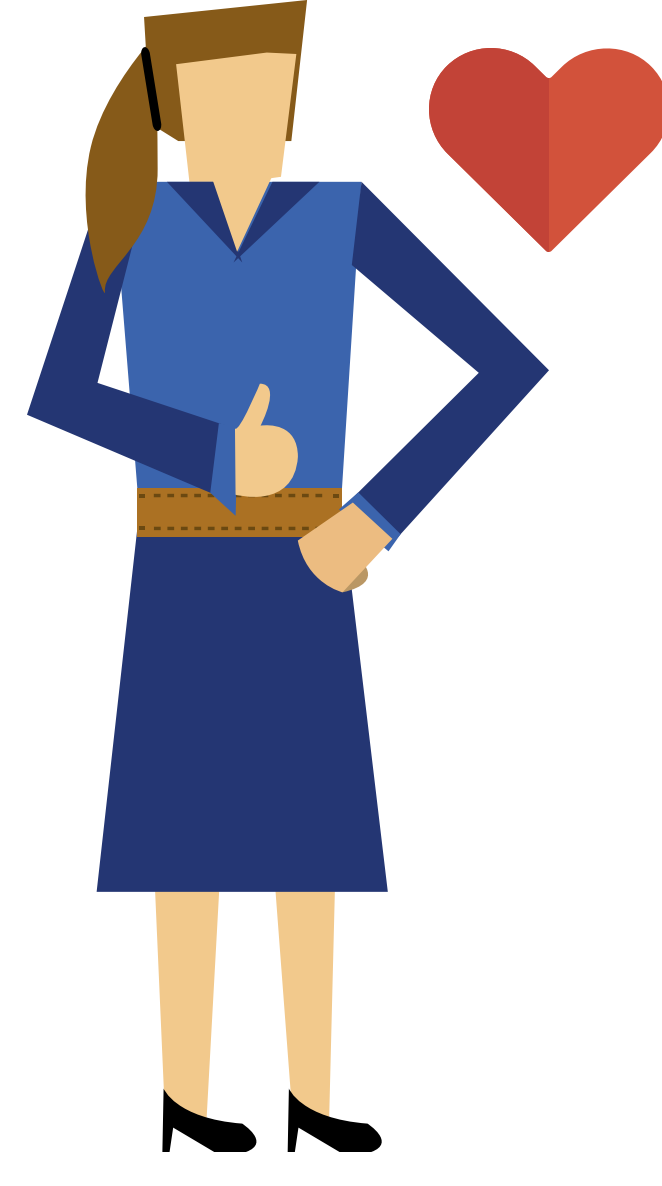


- ✔ Channel your authentic self
- ✔ Let your personality connect with the audience - you can still be YOU while remaining professional
- ✔ Use stories, anecdotes, examples from your own life and experiences to allow the audience to get to know you. They're more likely to pay attention to your message if they feel connected to you

3

BE AUTHENTIC

Too often people leave the colourful aspects of their personality off stage when presenting or pitching. If you're able to be authentic on stage and are a similar person off stage, you'll be able to better engage the audience.



- ✔ It's OK to show vulnerability: using a personal story to demonstrate your humanness will connect you with your audience
- ✔ Identify your strengths and use them as tools to create a presence that is authentic and relatable
- ✔ Don't be afraid to show emotion: you may be particularly passionate about your message and demonstrating this is important to illicit action from your audience.

4

STAND OUT

Your audience is continuously bombarded with messages and information from different channels in their day-to-day lives. Your job as a successful presenter is to cut through & be heard which means standing out, and being different.

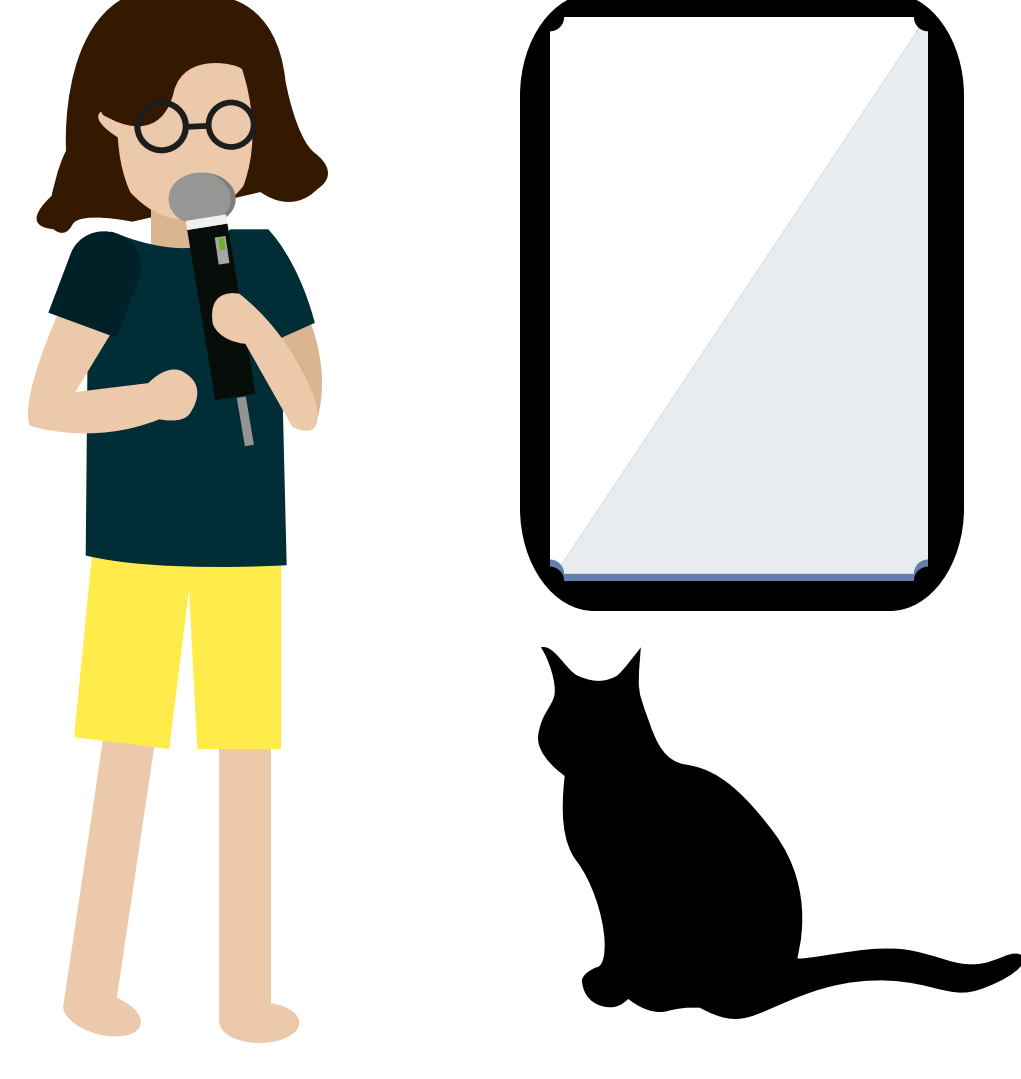


- ✔ Use storytelling to communicate your messages rather than dry facts and figures
- ✔ Infographics and videos are a great way to get your message across in an engaging way
- ✔ Try striking, colorful images that tie in with your key messages rather than text-heavy slides.
- ✔ Think outside the box and ask yourself how you can uniquely present your information and messages

5

REHEARSE

Practice makes perfect! Tell your story before it's time to actually get up on stage and present. Do dry-runs, deliver your presentation to a mirror, friend, colleague or cat!



- ✔ Video yourself to improve: watch your presentation back and identify where you could do better
- ✔ Ask for feedback & constructive criticism from family, friends or colleagues

6

EYES, VOICE, HANDS

Demonstrating your own engagement with the subject and message will result in an engaged audience. This means using your body to connect with the audience, express your passion for the topic & message and be part of a conversation rather than a clinical presentation.



- ✔ Use eye contact - try to be conscious of looking at as many of your audience as possible (just for a second or two)
- ✔ Avoid speaking in a monotone voice - record your voice when practising and identify where you could be more animated
- ✔ Let your hands tell the story - they are an important tool in an engaging presentation so let them do their thing naturally
- ✔ Body language is important and letting your passion for your message come through will enliven your presentation

7

USE VIDEO

Video is fast becoming the most dominant form of communication online, and there's a reason for it - good video is simple, easy to engage with, and can communicate messages swiftly. Use video in your presentation or pitch to help reinforce your key points.



- ✔ Visual engagement is a great way to bring your audience back from the brink of boredom and short videos are a great way to break up your presentation
- ✔ Keep videos short and to the point. They should be used as a tool to supplement your presentation, not dominate it

FOR MORE RESOURCES VISIT

www.mosman.nsw.gov.au/community/mosman-connects