



Anatomy of a Memorable Presenter
Cheryl Bame, Principal of Bame Public Relations

The Legal Marketing Association's Los Angeles chapter's CME (Continuing Marketing Education) program provided excellent content from many memorable presentations. During the program, I watched carefully as my industry friends and colleagues presented their expertise in wide-ranging areas important in law firm marketing.

I took notes on the content so that I can be a better consultant to my law firm clients. But, more importantly, as a frequent speaker, I learned some techniques to make me a better presenter.

Here are my takeaways and pointers for delivering a memorable presentation and being a great speaker:

1. Don't just educate, entertain. People have short attention spans so it is important to not only provide valuable content but also to keep people engaged by interjecting creative anecdotes and some humor in your presentation. Of course, don't offend anyone or be off-putting.
2. Get personal with the audience. Tell stories that illustrate your points and offer a meaningful way to connect with the audience.
3. Be passionate. That means show enthusiasm when you speak. Your audience will know when you are bored or tired of speaking about your topic. It will show in your face and body language.
4. Eye contact. I lose faith in a speaker when they rarely look at the audience. Don't be afraid of us - We are there to learn and you are the expert.
5. The podium is not your friend. Many people rely on the podium for support, but it creates a barrier and prohibits really connecting with the audience. It also gets in the way of hand gestures which when used well make for a more engaging presentation.
6. Be relevant. Don't use dated examples to illustrate your points, especially if your audience is of a different generation and may not remember TV from the 1970s or video games from the 1980s.

Not everyone is a perfect speaker. But, everyone can learn techniques from the masters to create a more memorable and engaging presentation.