

B-E-N A-C-T-S to grab your audience's attention and keep it.

B = Butterfly catcher

Sweaty palms and butterflies in your stomach before a presentation or speech are normal. Calm and control them with long, deep breaths.

E = Envision success

You know your stuff. Believe in yourself. Picture yourself succeeding. Remember the audience are on your side.

N = Nice to meet you

Make a positive first impression with your audience. Smile. Be friendly. Be natural. Be yourself. Enjoy the experience

A = Audience alert

Observe your audience and respond to the non-verbal messages you receive. Be mindful of what your non-verbal signals are saying back to them about you.

C = Come along

Keep your audience with you all the way. Signpost where your presentation is going, summarise what's been said and stay on track.

T = Tackle questions

Dictate when you'll take questions. Give brief answers. Don't let yourself be hijacked and taken off on a tangent.

S = Stand and deliver

Command the stage. Let your audience engage with the visual aids you've prepared for them – and don't get in their way.

