



The ECHO™ — Your Weekly Presentation Tip

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Saying Goodbye to an Audience

One common mistake presenters make is to plan their whole presentation except for the very last thing the audience sees. They make a great presentation, full of excellent points, and then close by shuffling their papers, looking down or acting like they have nothing to say.

Plan the last words the audience hears. Take the time to deliver them with as much conviction and passion as you have the rest of your presentation. Look them in the eye as you say, "Thank you for listening." After all, the last thing they see and hear is the impression they'll leave with.

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