



The ECHO™ — Your Weekly Presentation Tip

March 28, 2007

See the Light

Here's a deceptively simple tip for keeping your audience involved in your presentation: leave the lights on.

Many of us dim the lights so people can clearly see dimly projected images, and it has become a habit. With today's projection technology, most presentations are clearly visible in average room light.

Keeping normal light levels allows you to see the reactions of your listeners and respond more quickly to keep them engaged. It also helps them stay awake as many people's body clocks respond to shifts in light with appropriate shifts in energy; dark means bedtime and sleepy participants.

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