



## **The ECHO™ — Your Weekly Presentation Tip**

July 9, 2008

### **News to Your Audience**

When you show a visual to your audience, it's new information to them. They've either not seen it before, or they've not seen it in the context of your presentation. And they're curious.

As you advance your slides and they see your next visual, they automatically ask themselves two questions:

- What am I looking at? (or, what is this visual showing?)
- Why am I looking at it? (or, what's the point of this visual at this point in her presentation?)

You have two choices:

- You can ignore what's happening with your audience and risk losing them as you talk about one thing and they read another off your visual.
- We think a better choice is to control their focus and keep them tracking with you. Talk about what they're seeing on your visual using the words you've written on the slide. Keep that information simple so your audience will turn to you for the added value you bring as you elaborate on that content.

That's how you turn their curiosity to your advantage.

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