



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

July 23, 2008

### **Find the Light**

Presenting in a large auditorium can be a challenge for many reasons. One of the biggest challenges is knowing where to stand, especially when the auditorium is dark and your slides are being projected on a screen.

Our advice is...Go to the light! Make sure there's light on you so your audience can see you.

That may sound like something out of a science fiction film, but you're competing with a very bright image for your audience's attention. We know what happens in a dark room: people doze off. If all your audience hears is a voice of doom in the darkness, they may tune you out and focus on your visuals alone, or...risk hearing the snores.

We don't mean that you should stand in middle of your visuals; you'll be seen, but you'll have that very bright image all over you and you'll look a little silly. Ask the technical people for some light on the stage to the right of the screen, and stand there. If you need a microphone and it's attached to a lectern, ask the technical people to make sure there's a spotlight on the lectern and the area around it, so you can be seen. After all, your audience comes to see and hear you present your ideas, and they want to be engaged.

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