SPEAK UP!
Public Speaking for Libraries

- April 22nd, 2010
- 9am-12pm
Introductions

- Sarah Felkar: LTAIG Co-convenor; Library Technician at West Vancouver Memorial Library
- Michelle Mallette: BCLA, SLA member; Student Services Coordinator at SLAIS, UBC
- Shanna Meunier: LTAIG Education Coordinator; Library Technician at Vancouver Academy of Music and Vancouver Community College
Today’s Schedule

- 9:10-9:20 Public Speaking & Professional Speaking
- 9:20-9:30 Know your audience
- 9:30-9:40 What is YOUR problem audience?
- 9:40-9:50 Video and discussion
- 9:50-10:00 Factors to consider
- 10:00-10:20 Dealing with different audiences
- **10:20-10:40 Break**
- 10:40-10:50 Barriers
- 10:50-11:10 Tips for Success
- 11:10-11:20 Where Do I Start?
- 11:20-11:45 Group presentations with feedback
- 11:45-11:55 Wrap-up and questions
Our Three Rules For Public Speaking

1. Know your audience.
2. Know your content.
Public Speaking and Professional Speaking

• **Public**
  – Speaking with the public: or anyone who isn't a co-worker

• **Professional**
  – Speaking in front of co-workers (or potential co-workers)
What type of speaking are you doing already?
Public Speaking and Professional Speaking

- Similarities and Differences
Public Speaking and Professional Speaking

- Draw on Experience
Know Your Audience

- Who is your audience?
- What does this group need/expect from you?
- What individual variations are there?
Who Is Your Audience

- Specific focused group, or mixed audience?
- Demographics?
- How many?
- Knowledge or experience with this topic?
- Positions represented?
Today’s Audience: What We Assume

- From British Columbia
- Mix of urban and rural
- 15 expected
- Library staff (our title)
- Range of age, experience, genders
- Shared unease about public speaking, but range there too
Preparing for Your Audience

- What do you already know?
- Expectations
- Preparing for 20 vs 200
- On site activities
- Ask! What do they want from you?
Implications For You

- Your content
- Your approach (speech, panel, discussion)
- Room setup
- Your attire
When Your Audience is a Problem

- Unmet/unclear expectations
- Beyond our expertise
- Our shifting level of comfort
- Our “hot buttons”
- Our fears
Aha! It’s Not the Audience

- Making sure YOU are the right speaker
- Know your content (practise, practise practise!)
- Know your audience
- Know the environment
What is YOUR Problem Audience?
Video:

Booher Consultants presents

Presentation Pitfalls

Don't Let This Happen To You
Presentation Factors

- What factors to consider when preparing to speak
Factors to Consider

- Demographics of your audience
  - Age and attention spans
  - Urban versus rural
  - Language
- Expertise (range may be varied)
Factors to Consider

- Mode of delivery
  - In person
  - If distance, recorded or live
- Type of presentation
  - Formal or informal
  - Panel or lecture?
  - Breakout into groups?
- When to take questions?
Break Into Groups
Break – 10 Minutes
Barriers
Tips For Success

Physical Presence

• Stance
• Dress & Jewellery
• Eye Contact
Tips For Success

Speaking

• Volume
• Pace of Speaking
• Tonality
Tips For Success

Technology

• Microphones
• Videos
• Power Point
• Other props
Tips For Success

In every situation, remember:

• Three points
• Smile, breathe, relax
• Fall short, but never go long
Tips For Success

Beating Nervousness

- Know your speech well
- Take a few deep breaths
- Know your audience
- All speakers experience nervousness
Where Do I Start?

- Begin slowly
- Share opportunities
- Ask for guidance and feedback
- Allow time to rehearse
- Rinse and repeat
Group Presentations
Our Three Rules For Public Speaking

1. Know your audience.
2. Know your content.
3. Know yourself.
Wrap-up
Group Presentations on Different Audiences: What to Consider

Older Public Library Patrons

- Length of presentation
- Make sure you have an audience
- Audio/visual needs
- Comfort/physical needs/accessibility
- Time for socializing, coffee and talking
- Communication through information
- Time of day, time of year
- Transportation needs
- Who has requested the talk and why
Young Parents

- Consider children/distractions
- Use of language (plain speech)
- Knowledge/diversity
- What are their needs?
- Male/Female
- Venue
- Subject Knowledge
- Technological distractions (cell phone, blackberry, iPod, etc.)
- Don’t dress in an intimidating manner
- Be flexible on dialogue
- Be accommodating to engage the audience
- Expect the unexpected
- Topic comfort zones
Teens at a High School Library

- Attention span
- Rearrange seating – small table groups
- Include movement and change of pace
- Asking for opinions – engage them
- Get them to buy in without threatening them
- Establish rules (housekeeping)
- Set the expectations for behaviour ahead of time
- Social norms
- What questions should you be asking?
- Presentation methods: have visuals, not a lot of graphs, video/audio
- Use humour
- Have extra work/back up plan
Coworkers

Factors to consider:
- Level of knowledge/needs of audience and size of audience
- Length of presentation and format
- Content and language

Potential Problems:
- Negativist
- Distracted/distractions
- Boredom
- Mixed audience (coworkers and supervisors)
- Single- or closed-minded
- Unprepared
- Difficulty with facilitation
- Not enough practice
- Overcoming nervousness
Library Students Touring the Library

- Unclear expectations
- Audience expectations (are they preparing for assignment? How much do they know?)
- Assigning staff to present tour
- Arrogance of audience
- Experience vs. New techniques/Intimidation
- Time

**Designing the Tour:**
- Handouts
- Questions
- Highlights
- Rural/Urban benefits
- Language barriers
- Acronyms
- Attire
Presentation at a Job Interview

**Preparation:**
- Know the company/job
- Know audience (panel or one on one)
- Will you be doing a demonstration?
- What is the medium (in person vs. Phone or online)
- Appearance/what to wear
- Know yourself and what you bring to the table
- Have some questions for THEM
- Predict the questions to you
- Know the location and time/how to get there
- Don’t over-think
- Have calming strategies (listen to music, fresh air, herbal tea)

**Remember:**
- You’re there because they want you
- Be yourself
- You’re interviewing them too
Barriers and Potential Solutions
(As Discussed by the Group)

Bad Audience Vibes
- Use humour to bring them back
- Take a short break
- Focus on those audience members who are paying attention
‘Zombie Audience’
- Ask questions
- Use humour to snap them out of it
- Incentive to stay engaged (quiz at the end, prizes, etc.)
- Physical movement/Involve them in a more active way

Hate Being Centre of Attention
- Engage the audience more to deflect that attention and make it more of a group atmosphere
Must Acknowledge Difficult or Long Name (Ex: A Sponsor)
- PRACTISE!
- Have a sign
- Do it at the end
- Ask someone else to say that part
- Use an acronym

Advanced Anxiety/Nerves
- PRACTISE!
- Take a moment to take a few deep breaths
- Use PowerPoint to have a visual guide
- Take the time to prepare
- Know that people want you to do well