

Presentation Excellence™

A Resource Center for Executives Who Want Excellence in all Their Endeavors

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April 2008 Newsletter

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Presentation Strategy -- Not Tactics

Thank you alert readers! Recently, we received some positive feedback about the fact that Presentation Excellence focuses our newsletters (and training) on providing presenters with strategic advice on how to produce winning presentations, rather than on tactics. That's because few people ever learn Presentations 101 and executives with the potential to produce brilliant presentations are committing strategic errors. Typical ones include:

- Misconceptions about the focus (it's not the presenter – but your audience's need to know),
- Giving too much information to the audience, instead of structuring it to guide decision-making
- Violating the presenter's own gut feelings about what to present.

The most frequent reason executives "resist" calls for public speaking, is lack of self-confidence in the ability to deliver a message powerfully. It's usually NOT because the person isn't able to speak clearly in public; most executives are fine conversationalists, and a great presentation is no more than a focused-conversation. Public Speaking jitters arise because speakers try to conform to other's standard of what material should be presented and how to present it – and they aren't comfortable with those decisions. This results in a lack of authenticity and self-doubts which erodes one's comfort level. Worse, when a speaker starts focusing on his/her own internal cues of discomfort in front of a group, this creates a domino effect and downward spiral of self-doubts, leading to making strategic errors, such as focusing on the presentation slides rather than relating to the audience with a persuasive story. This is why we focus on these issues with your sample presentations at our corporate and public training workshops (such as the one on [May 15](#)).

WallStreet VIPs Launches its New IR Meeting Platform

Investor meetings are the life-blood of public companies. They can motivate potential investors to invest in a company as well as provide existing investors with information about their investment. To reach new investors, CEOs traditionally engage in road shows traveling from city-to-city to meet with investors. However, today the time and financial costs of travel have skyrocketed for busy executives, as well as investors and analysts.

WallStreet VIPs solves this by offering live virtual investor meetings using the internet to present the PowerPoint and the phone for the speaker's presentation and Q&A. Using webinar-style technology, the Company coordinates all elements of the event (See WallStreetVIPs.com for details).

On April 29th, at 1PM EDT, WallStreet VIPs will be conducting a VIP for SPO Medical (OTC: SPOM) a leading developer of biosensor and microprocessor technologies for use in portable monitoring devices. On the 30th, at the same time, it will be conducting one for VUANCE Ltd. (NASDAQ and Euronext: VUNC), a provider of innovative Radio Frequency Verification Solutions, including active RFID, electronic access control, credentialing and incident response management.

WallStreet VIPs, as a division of Presentation Excellence, invites all its members to attend these programs to (1) learn why these companies offer interesting investor opportunities and/or (2) to learn more about how to deliver professional online presentations.

FREE WEBINAR

IR Virtual Investor Meetings, April 9th

Public companies seeking new investors should consider live, Virtual Investor Presentations – the most cost-effective IR tool to reach prospects. InterCall and Wall Street VIPs have teamed up to provide this FREE webinar.

On April 9th, 1PM EDT, learn how to deliver compelling online presentations. In this case, the medium is the message!

Click Here
To
Register



EXECUTIVE PRESENTATION TRAINING WORKSHOP

Hosted by Jerry Cahn, Ph.D., J.D.

May 15, 2008

Are your presentations really working for you - impacting your audience and advancing your career? If not, this workshop is for you.

Register by April 30th and save \$200!

Present like a Pro focuses on the 4 S's:

- Select the right **Substance** and eliminate distracting details.
- Use a **Structure** which organizes the material to lead the audience to the desired conclusion.
- Implement a **Style** of powerful words and graphics which engages audiences and not bore them!
- Harness critical **Speaking** skills to overcome fears, exude confidence and demonstrate your competence.

During this program we'll practice by delivering your own presentation, and getting feedback from video & group. To promote your company, service or product - and your career, don't miss this workshop. To register for the **Early Bird Special**, [click here](#).



Yes, we also offer in-house corporate group training and one-on-one coaching. Share with us your needs and we'll find the right solution for you. [Click here](#).

Links to our Affiliates & Services

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