



LEWIS

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Presentation Skills

by Andres Wittermann, LEWIS



About me



Journalist-
Historian



M.A.



Newspapers



Magazines



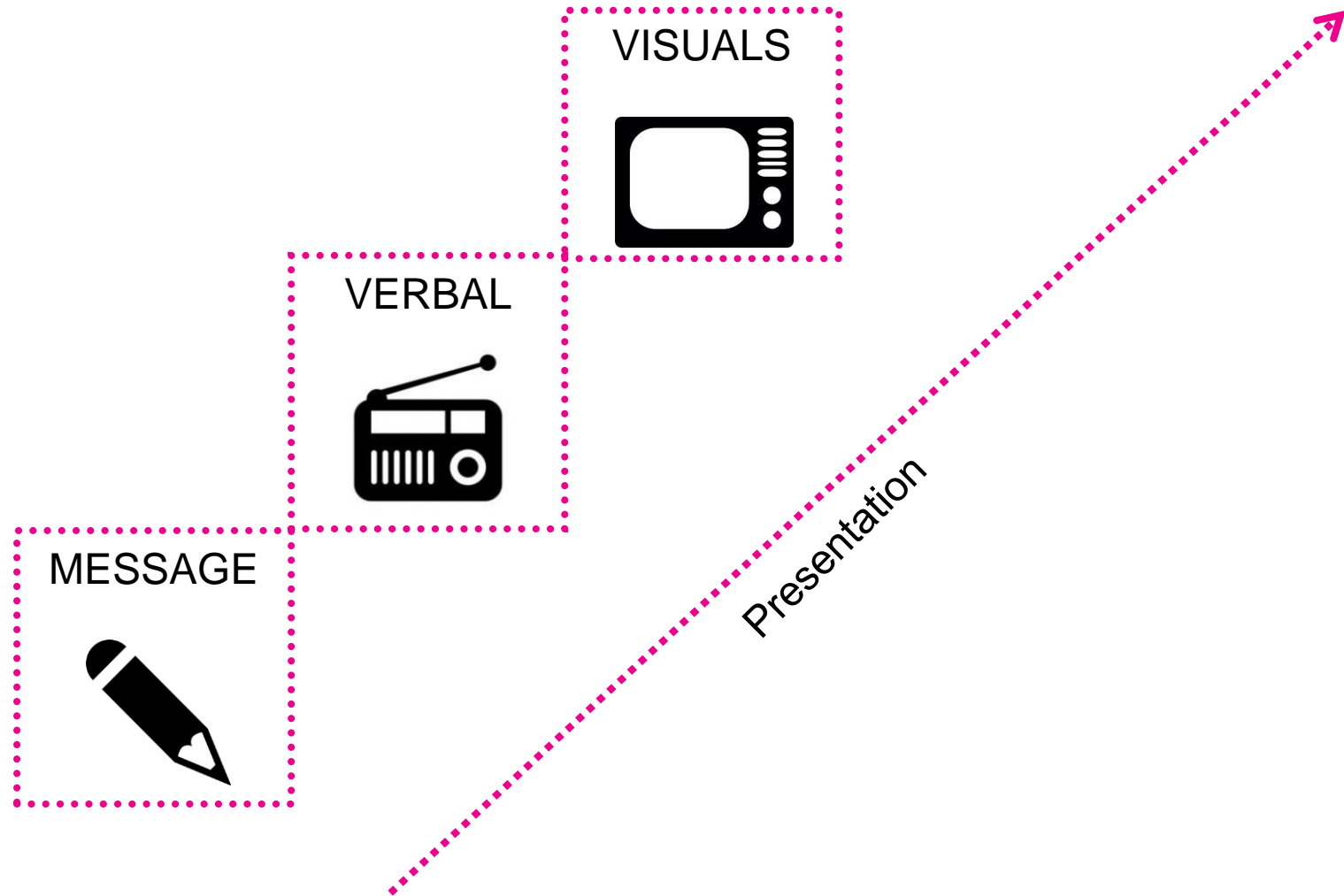
TV



Radio



Three Layers of Presenting



Proper Planning & Preparation Prevents P***-Poor Performance



- Visuals, visuals, visuals



- Keep eye contact
- Use gestures
- Be positive – smile

Proper Planning & Preparation Prevents P***-Poor Performance



- Visuals, visuals, visuals
- Create a key message



- What?
- Why?
- How?
- The Unexpected!

Proper Planning & Preparation Prevents P***-Poor Performance



- Visuals, visuals, visuals
- Create a key message
- Turn it into an interesting story



- Childrens' / grandparents' story
- The enemy
- The hero

Proper Planning & Preparation Prevents P***-Poor Performance



- Visuals, visuals, visuals
- Create a key message
- Turn it into an interesting story
- Keep It Short & Simple (KISS)



- Listen to yourself
- No specialist language
- Use pauses

Proper Planning & Preparation Prevents P***-Poor Performance



- Visuals, visuals, visuals
- Create a key message
- Turn it into an interesting story
- Keep It Short & Simple (KISS)
- Prepare for questions

Proper Planning & Preparation Prevents P***-Poor Performance



- Visuals, visuals, visuals
- Create a key message
- Turn it into an interesting story
- Keep It Short & Simple (KISS)
- Prepare for questions
- Rehearse!



P

Prepare & plan, know your audience, what makes news and your message



R

Review & rehearse, especially for broadcast, remember 90% of the message is visual



E

Empathise & entertain, don't forget to smile, treat all mics as live, nothing is OTR



S

Simplify & summarise, an eight word sentence is easy to understand, soundbites are five seconds long



S

Social media, prepare it in advance, follow relevant science journalists

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Thanks!

andres.wittermann@teamlewis.com