Hooks

Opening tactics that immediately captures your audience's imagination

<10 sec to convince the audience you are a good presenter

<30 sec to convince the audience your topic is interesting.
 Why your topic is important ?

https://www.youtube.com/watch?v=LBelOqKQL_M

Structuring the start of your presentation

Powerful speakers start powerfully

Adopt the following pattern when opening your presentation:

1. **Get the attention of your audience.**
   Do no attempt to start until everyone is quiet, has sat down, has finished blowing their noses, stopped talking and are listening. If you begin before the audience has given you their full attention you will not establish your control and leadership.

2. **Explain to the audience 'what is in it for them' or the benefits of listening.**
   Most audiences are basically selfish and are only really interested if they feel there is a tangible personal benefit in listening.

3. **Tell the audience who you are why you are speaking to them.**
   Build up your authority - you need to sell yourself to your audience.

4. **Tell the audience the direction you are going to take.**
   Go through the structure of your presentation so that the audience is aware of what is to follow.

https://www.chester.ac.uk/sites/files/chester/PresentationSkillsHandout.pdf

8 Effective Hooks

- **Anecdote**
Far safer than a joke. A well chosen (it must be relevant) anecdote will help to relax both you and the audience. It can help you to appear more human as a speaker and get the audience on your side. They can help build empathy and rapport.

- **Shock Opening**
This type of opening can really make an audience sit up and take notice, but make sure you can carry it off confidently. If you have any doubts opt for a safer more conventional opening.

- **Historical**
Relating your presentation to some relevant historical fact eg '15 years ago this company consisted of 2 men and a very old and unreliable press. Today it is a thriving organisation employing 270 people and with a turnover of 43 million pounds.'

- **Quotation**
A very neat way to open and close a presentation. Beware of using hackneyed quotations though!

- **Current Affairs**
  Referring to some relevant news item can be a good way to start as there will be commonality with the audience.

- **Question**
  Direct questions addressed to the audience helps to get them involved. Rhetorical questions are a powerful way to make your audience think.

- **Statement/Statistic**
  Avoid using too many or the effect will be lost. One or two carefully chosen ones combine the shock element with brevity.

- **Comparisons**
  Well-chosen comparisons can be very dramatic and are especially good it they relate to the audience's experience.

Conclusion

Ending the Presentation

The end of the presentation is rather like the opening because this is usually where you will have maximum concentration from the audience. It is surprising how an audience wakes up when they hear phrases like: 'Before we stop for coffee' and 'In conclusion!'

Your audience should expect the end so do signpost the conclusion so that you have maximum attention.

Remember the last few words said by the speaker are what tends to stay with the audience so make them memorable.

Use some of the suggested ways for opening your presentation when you close your talk as well eg anecdote, quotation, etc.

Another good way to end a presentation is by posing a question to the audience which they will want to consider after the presentation has finished or by calling the audience to action.

Do come to a definite close so that the audience knows you have finished speaking. Avoid simply saying 'I thank you' and sliding off the platform.

Hold your position at the end of the presentation. Do not appear to be in a rush to leave as this will affect your credibility rating with the audience.

Avoid losing energy at the end of the presentation. Always practice the closing sentence to ensure it is delivered with enthusiasm and energy. Do not fall into the trap of the 'That's it' end.

Think of the close of the presentation as being the 'Take Home message' - the thought that your audience will take away with them.