

# Young Markets

## Presentation Tips & Tricks Body Language

*Effective Presentations*

No. 2 in a series of 6



1. Stand up, even when presenting to just 2 or 3 people, it gives you more authority, makes you more expressive and you are less likely to be interrupted.
2. Stand proud and you will come over more confidently.
3. Dress appropriately for your audience. Your posture and dress show that you care.
4. Maintain Eye Contact for up to 3 seconds, moving around the room randomly. For very large audiences split the room into quadrants and look to each quadrant in turn.
5. Smile! If you look like you are enjoying it, your audience will enjoy it more.
6. Never apologise, even if you make a mistake, most people will never notice.
7. Move around. Active people are visually more interesting than static ones.
8. It is usually best to leave your hands by your side, but don't worry too much about your hands.
9. Use natural gestures but remember hand movements come from the shoulder.
10. Avoid using pointers, either laser or traditional pointers.

Remember:

**It's not what you say it's the way that you say it.**



For more hints tips and advice on effective business presentations and our ebook "A to Z of Effective Business Presentations" go to [www.businesspresentation.biz](http://www.businesspresentation.biz)

Broomlyns  
Darby Green Road  
Blackwater  
Camberley  
Surrey GU17 0EA  
United Kingdom

Phone: +44 (0) 1276 502257  
Email: [info@youngmarkets.co.uk](mailto:info@youngmarkets.co.uk)  
Web: [www.youngmarkets.co.uk](http://www.youngmarkets.co.uk)  
[www.businesspresentation.biz](http://www.businesspresentation.biz)

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