



SHAFFER CREATIVE
marketing communications + training



**STEP INTO YOUR OWN
SPOTLIGHT: AN ACTOR'S
APPROACH TO CONFIDENCE
IN PRESENTING
MVRC 2024**

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VOICE PRACTICE

Tongue Twisters

“Minute or Two”

What a to do to die today at a minute or two ‘til two

A thing distinctly hard to say yet harder still to do

For they’ll beat a tattoo at twenty ‘til two

With a rattatta tattatta tattatta too

And the dragon will come when he hears the drum

At a minute or two ‘til two today At a minute or two ‘til two.

“Betty Botter”

Betty Botter bought a bit of butter.

“But,” she said, “This butter’s bitter. If I put it in my batter, it will make my batter bitter.

But a bit of better butter-That would make my batter better.”

So Betty Botter bought a bit of better butter

Better than her bitter butter.

And she put it in her bitter batter.

And made her bitter batter a bit better.

“Peter Piper”

Peter Piper picked a peck of pickled peppers

A peck of pickled peppers Peter Piper picked

If Peter Piper picked a peck of pickled peppers

Where’s the peck of pickled peppers Peter Piper picked?

“Seashells”

She sells seashells by the seashore.

“Woodchuck”

How much wood would a woodchuck chuck if a woodchuck could chuck wood?

“New York”

Unique New York. Unique New York. You know you need unique New York.

HELPING THE TEAM AND YOURSELF

Improv Exercises for Team Building and Brainstorming

- [The 10 Best Group Improv Exercises for Team Building](#)
- [Using Improvisational Theatre for Corporate Learning](#)
- [22 Great Improve Games for Better Collaboration \(and fun!\)](#)

Practicing with Others Helps Build Confidence

Become a Storyteller

- [Meetup groups](#)
- [National Storytelling Network](#)
- [Nebraska Story Arts](#)
- [Omaha Storytellers](#)
- [River and Prairie Storytellers](#)

Find and Join Your Local Group of Toastmasters

[Toastmasters International](#)

Never Stop Learning

Formal Training

- [Dale Carnegie Public Speaking Courses](#)
- LinkedIn Learning
- Google search “public speaking courses”

Resource Articles for Further Exploration

“Got Stage Fright? Try These 14 Effective Tricks To Calm Your Nerves,” *Forbes*
[forbes.com](https://www.forbes.com)

“6 Sources of Stage Fright,” *Psychology Today*
[psychologytoday.com](https://www.psychologytoday.com)

“60 Hand Gestures You Should Be Using and Their Meaning”
by Vanessa Van Edwards
[scienceofpeople.com](https://www.scienceofpeople.com)



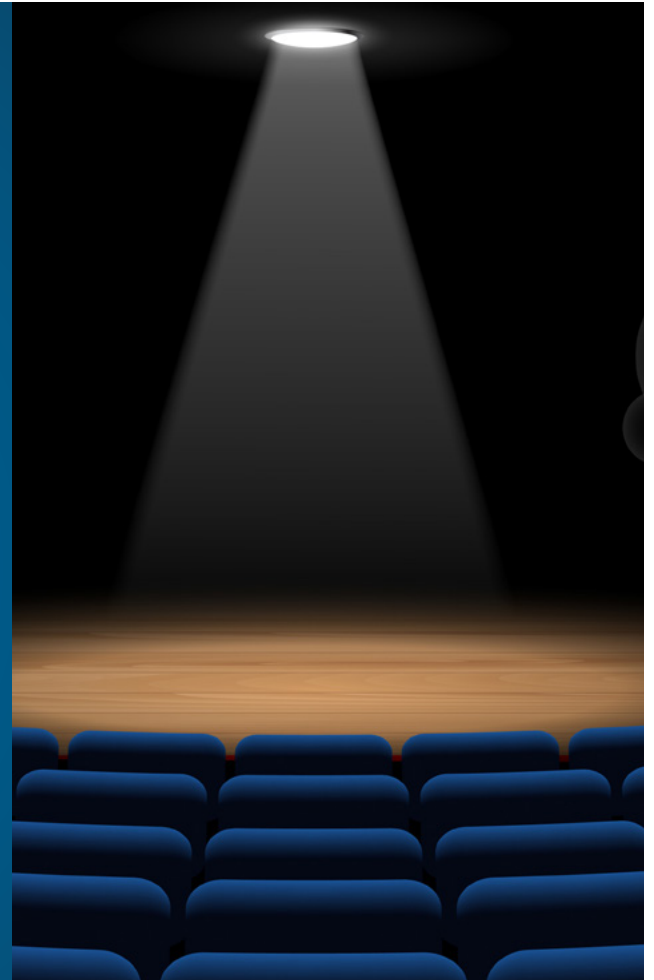
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SMPS MVRC

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AGENDA

- 01** Introductions
- 02** Fear of Public Speaking
- 03** Actor vs AEC Presenter
- 04** Your Tools
- 05** Conclusion

INTRODUCTIONS

01



MAKE A GOOD
FIRST IMPRESSION

NOW YOU...

- Your name, firm, and role
- On a scale of 1-5: How much do you enjoy being front and center?
- Your last speaking experience (good or bad).



FEAR OF PUBLIC SPEAKING

02



FEAR OF PUBLIC SPEAKING

- Glossophobia
 - Glossa = tongue
 - Phobia = fear

75%

People with a fear of public speaking



EVEN THE FAMOUS SUFFER

- Adele
- Jennifer Lawrence
- Sir Laurence Olivier
- Barbra Streisand
- Mark Zuckerberg
- Warren Buffet
- Margaret Thatcher
- Winston Churchill

WHAT HAPPENS...

- Heart pounding
- Loss of voice or shaky voice or stammering
- Sweaty palms (or entire body)
- Hands/body shaking
- Shallow breathing
- Nausea
- Dry mouth



WHY DOES THIS HAPPEN...

- Not comfortable with the topic
- Not well prepared
- Fear of failure
- Fear of being judged
- Audience member
- Social anxiety disorder

IMPOSTER

ACTOR VS AEC PRESENTER

03



ACTORS

- Emotional
- Research, plan
- Director
- Memorize a script
- Many rehearsals
- Scenery, lights, costume, makeup
- Company of Actors

PRESENTERS

- Persuasive
- Research, plan
- Principal/PM
- Have notes
- Few rehearsals (if any)
- PowerPoint, drawings, “leave behind”
- Project Team

TEAM PRESENTING

- Pre-work (RFP/Q)
- Kickoff meeting to discuss topics, research, intel
- Know your audience – client persona
- Prepare your slides/exhibits/handouts
- Rehearsals
- Join together before the presentation
- Have a beer

PASS THE APPLAUSE





PASS THE OBJECT

| YOUR TOOLS

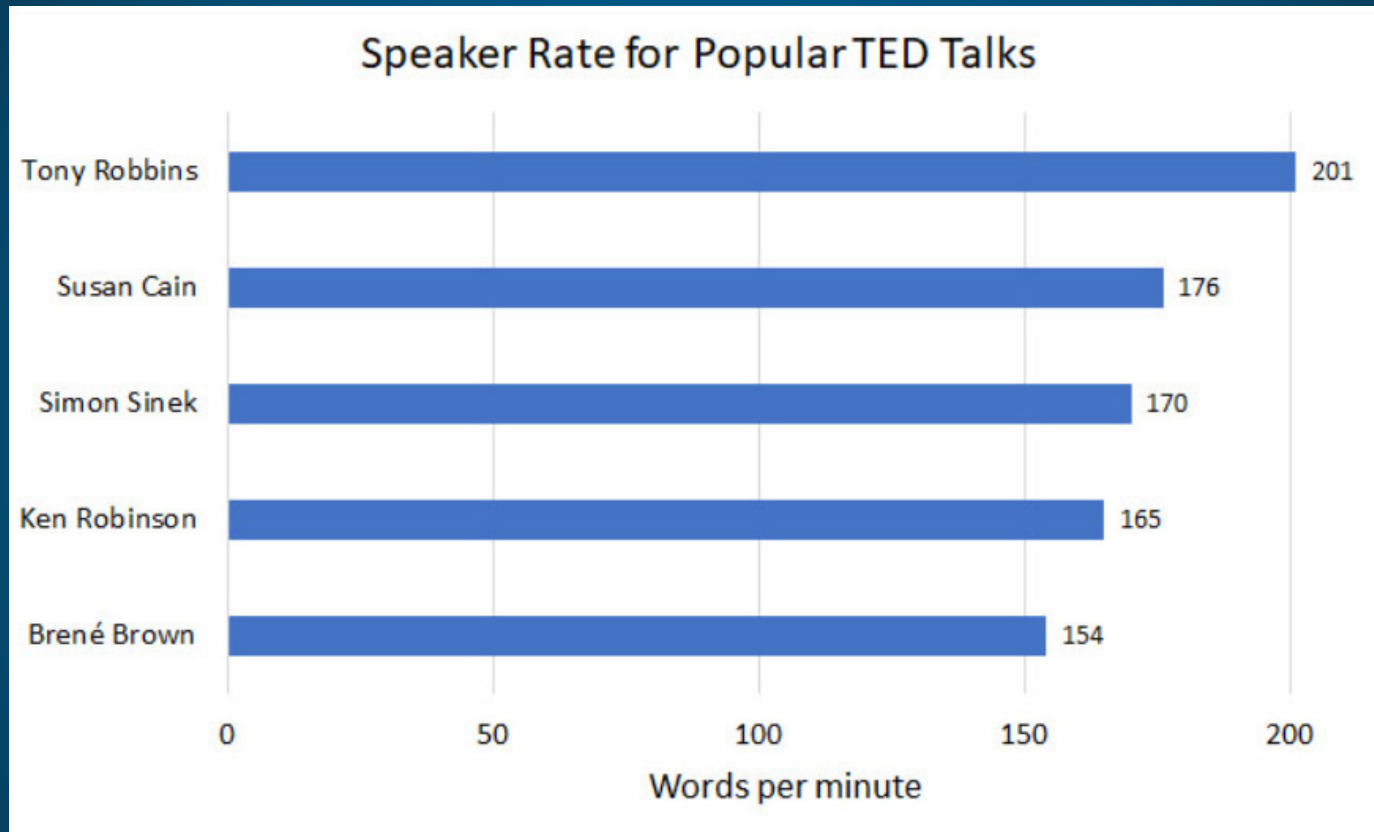
04



VOICE

- Words
 - Articulation
 - Diction
 - Emphasis
- Inflection/tone
 - Pitch/volume
- Speed
 - Average presentation: 100 ~ 150 wpm





Source: *Virtual Speech*
"Average Speaking Rate and Word per Minute, by Dom Barnard, November 8, 2022
<https://virtualspeech.com/blog/average-speaking-rate-words-per-minute>

VOICE

- Projection
 - Control
 - Aim for the back of the room
- Breath
 - Stand up straight to open your diaphragm



EXERCISES

- Dragon's breath
- Lip trills
- Yawn-sigh
- Practice vowels and consonants
- Emphasis
 - To be or not to be. That is the question.



TONGUE TWISTERS

She sells seashells by the seashore.

How much wood would a woodchuck
chuck if a woodchuck could chuck wood?

Unique New York. Unique New York. You
know you need unique New York.

FACIAL EXPRESSIONS

- Eye contact
- Emotional state
- Active listening
- 21 facial expressions



GESTURES

- Emotional state
- Up not down
- In then out
- Use them, don't just stand still
- Typical:
 - Listing
 - Leveling
 - Comparing
 - Emphasis
 - Steeple
 - Palms up



BODY LANGUAGE

- Clothing/costume
- Posture
- Location on “stage”
- Walking



| CONCLUSION

05



WHAT YOU CAN DO

- Know your audience – research
- Make a list of why your nervous, then how you can negate the fear
- Breath
- Get physical
- Visualize success
- Play out the worst scenario

WHAT YOU CAN DO

- Self-talk
- Copycat
- Practice
 - Be the first to volunteer
 - Record yourself
 - Speak in front of those you trust

WHAT YOU CAN DO

- Join a group
 - Toastmasters
 - Storytellers
 - Meetup groups
 - National Storytelling Network
 - Nebraska Story Arts
 - Omaha Storytellers
 - River and Prairie Storytellers

WHAT YOU CAN DO

- Educate yourself
 - Dale Carnegie Public Speaking Courses
 - LinkedIn Learning
 - Adult Education Classes

WHAT I DO

- Kickoff and brainstorm
- Rehearse multiple times
- Before presenting
 - Visit the space
 - Review slides one more time
 - Loud, happy music on air pods
 - Stretching and shake
 - Face opening exercises

QUESTIONS



Download handouts
and slides





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THANK YOU!

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