



## **Scheduled time to make a speech? Follow these simple rules**

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Fall is when professionals hit the podium at National Realty Club, BOMA, Professional Women in Construction, REBNY, NYARM, B'nai B'rith and other industry and user groups.

Speaking enables you to reach targeted audiences. Priceless contacts and deals are made. If you get this opportunity and are nervous, do not despair. Here are tips to relax and maximize your presentation.

1. Prepare carefully! It sounds obvious, but you would be surprised how many people wait till last minute. Set aside time at work or on weekends to organize your thoughts.
2. Know what you are talking about. Pick a topic and develop it. Outline and create a script for all or part of the talk.
3. PowerPoints are great, if properly used. But do not depend on them to get you through. You will bore your audience to death and lose their focus on you. Get familiar with the script and memorize at least the opening. If you use PowerPoint, unify it with a series of tips, chronological steps or a narrative. You can always insert charts or graphs. Limit slides to one thought each. Long lists in 12 point type are deadly.
4. Make sure everyone can hear. Be certain the mike works well. If there is none, project your voice. Do not mumble.
5. Ask for the order! Likely you are doing this to convey a message and make contacts. Leave your email and phone and invite conversation. You are always available to help and provide service.

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