



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**



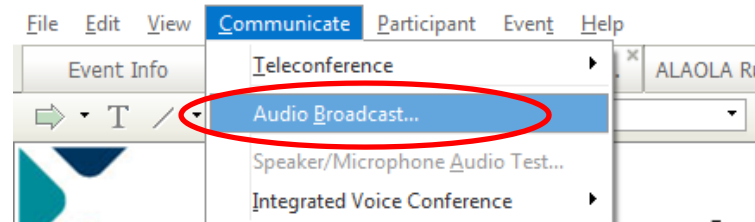
# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:



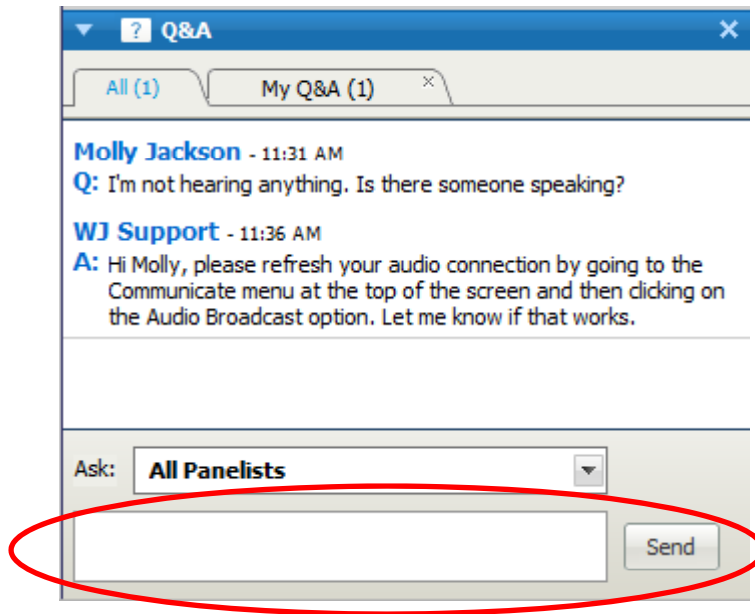
**Lost all sound? Hear an echo?** Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





# Need Help?

Please post **technical support questions** into the **Q&A Panel**.



**Step 1:** Type the problem in the **dialog box**.

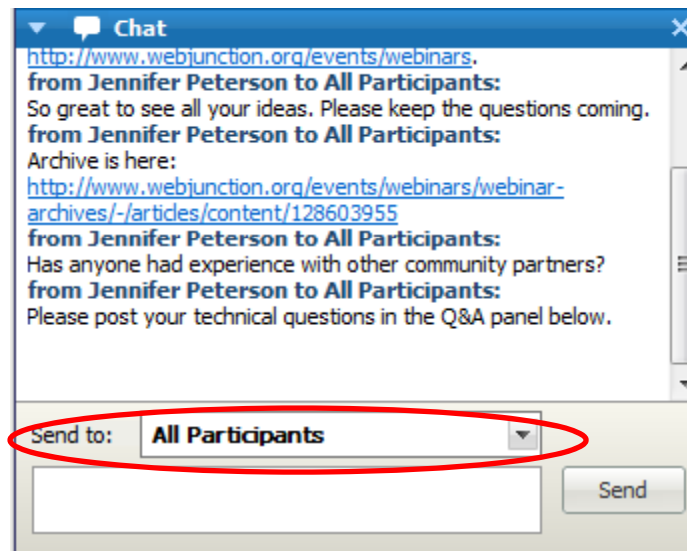
**Step 2:** Click **Send**.



# Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**



# Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

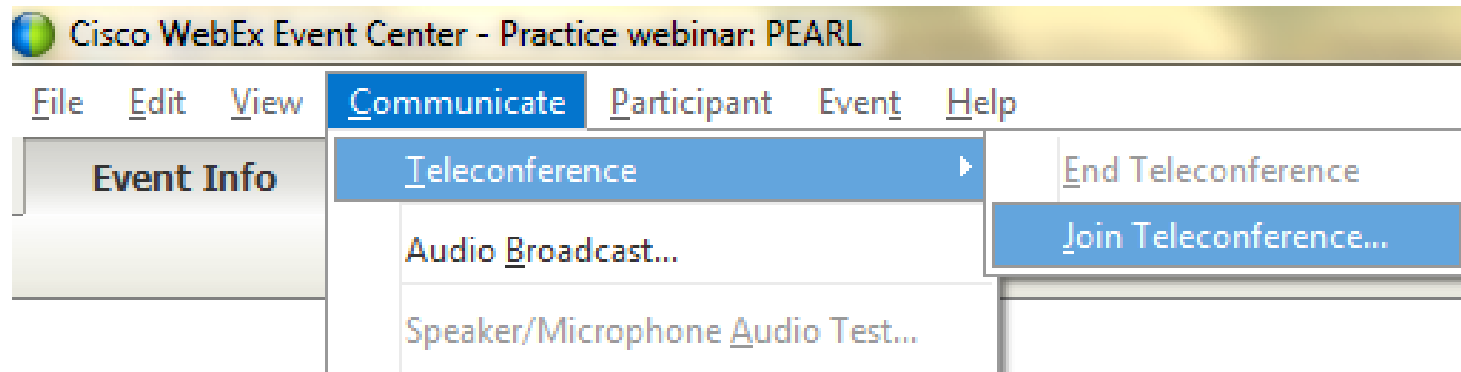


The screenshot shows a webinar interface with two main panels: 'Participants' and 'Chat'. The 'Participants' panel is at the top and includes a header with a close button (X) circled in red. Below the header, it shows 'Speaking: Jennifer Peterson (Host)', 'Panelists: 3' (listing Jennifer Peterson, Susan Pieper, and Marci Merola), and 'Attendees: 1 (1 displayed)'. The 'Chat' panel is below and shows a message from 'WJ Support to All Participants' with a 'Send' button. A red arrow points to the close button on the Participants panel, and another red arrow points to the right edge of the Chat panel header.



# Telephone Access

If you not able to listen via your computer, you may join by phone.



**Step 1:** At top left corner, select

**Communicate > Teleconference >Join Teleconference.**

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

**Contact WebEx support**


**Event Number: 719 908 156**

**Phone: 1-866-229-3239**



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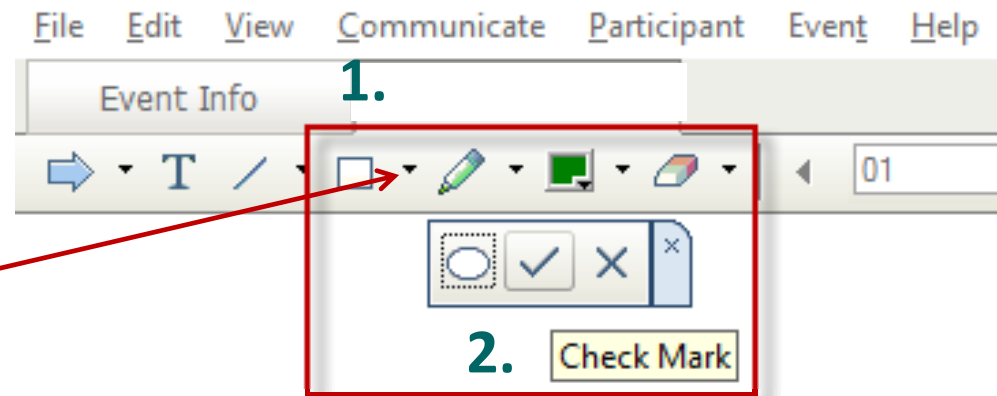
# Using the check mark

Go to the top left corner of the slide.

1. Find the square and click on small arrow to access check mark.

2. Click on checkmark.

3. Then click on your answer selection.



3.  Engaging  
 Flexible





Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Florida** Department of State's Division of  
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**Texas** State Library & Archives Commission

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## Today's Presenter



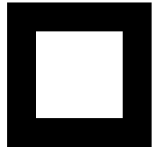
**Mary H Stein**  
Assistant Library Director,  
East Baton Rouge Parish  
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# Be Fearless: Public Speaking for Librarians

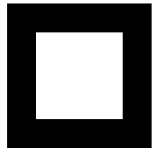


*Or ... Conquer Fear and Loathing at the Podium*

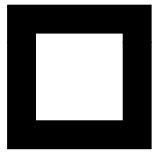
# Which are *You*?



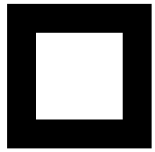
They Never Told Me There'd Be Days Like This



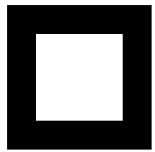
I Have Nothing to Say



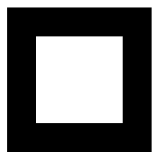
No One Is Out to Get You



Nobody Dies



I LOVE to Share



I Say YES with Enthusiasm



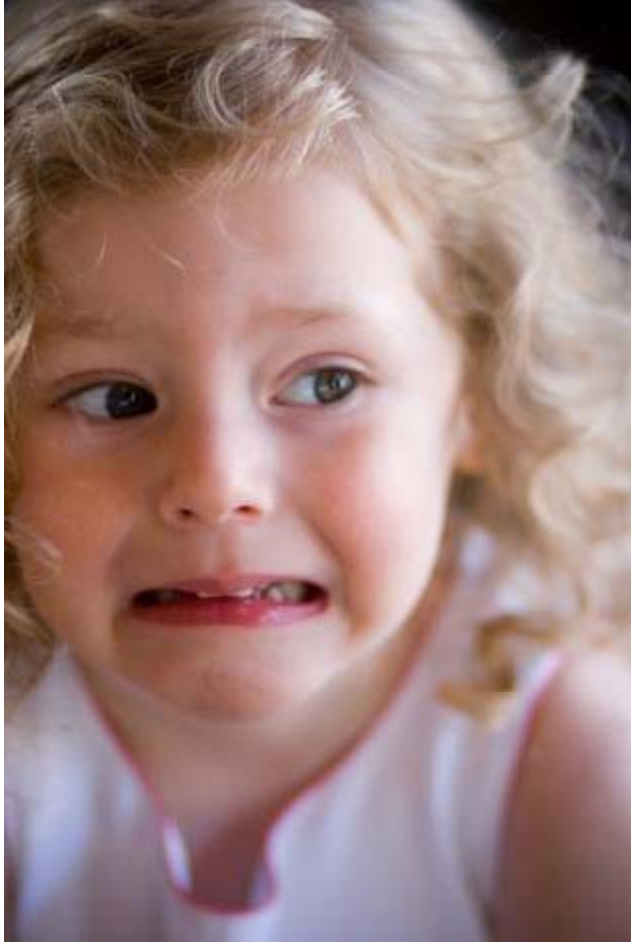


# Who?



- Who is the intended audience?
- Formal or casual?
- Intimate setting or public forum?
- Solo vs. panel? Duet or taking turns?
- Live vs. via technology?
- What are the expectations?
  - Should you bring *Lagniappe* ...
  - Number of deliverables ...

# Whoooooo?



They ASKED you to speak ...  
And you have something worth sharing.  
They WANT you to succeed.

*Very rarely will you experience:  
A biased or potentially hostile crowd  
Hecklers or an obnoxious audience*

- Practice answering hot buttons & questions:
- Have your FAQ or Library Administration's approved and canned responses ready at your fingertips
  - Don't be afraid to redirect



# What is the Message?

- Most easy to talk about specific Library programs, services or resources
- The Library itself (political, financial, your relevance in the age of Google)
- If you frame the talk, you can steer it the way you want it to go
- Build in time for a FEW questions



# When?

- Always respond QUICKLY to a request for an interview or presentation, *no matter what!*
- Say YES with enthusiasm
- Make sure you schedule any necessary setup or preparation time
- Scope out the route or location
- Arrive early
- P.S. Don't overbook!





# Where?

- In the library (YOUR house)
- At someone else's house
- At a community organization's own stomping grounds
- On neutral ground
- On stage at the podium
- On stage at a table
- Via a media venue
- Online

# How Will You Deliver the Message?



- Depends on the venue, size of audience, time allotted
- Images can be powerful, but remember ... *Less is more!*
- Use humorous images / metaphors with CARE
- PLEASE don't READ a PowerPoint ...
- Can you demonstrate it? Share it? Pass it around?
- Can you use interactive elements?
- Can the audience help with your "stuff"?
- Build in time for a FEW questions

# Why You?



- Are you the **best person** to do the talk?
- **Get over it** ... spend less time obsessing about “why you” and more time organizing your content
- Why NOT you?
- How will you **become a better speaker** if you never speak?



# Why Are You Nervous?

What's the WORST that can happen?



Determine the source of your anxiety:

- **Situational anxiety** is really performance anxiety  
Reframe the “performance” as a conversation
- **Audience-based anxiety**  
Use visualization
- **Goal-based anxiety** Re: the presentation  
Stay in the moment



# Content is **KING**

- You are a Librarian.
- When it comes to Content:  
    You OWN it!
- USE the tools of your trade ...
- Plus, you know how to **OUTLINE!**
- **BUT** know when to **STOP.**



# Again ... YOU ARE A LIBRARIAN

- Expert knowledge
- Research
- Experience via:
  - The reference interview
  - Storytelling
  - Teaching classes
  - Demonstrating resources
- Confidence
- Librarians like to share





# Context is **KEY**



- Frame your talk within the context of the audience
- It's not about YOU but what you can do for THEM
- Don't talk up
- Don't dumb down
- Remember — No one in the audience WANTS you to fail
- Very few things you say will prove to be fatal



# Concept for Solo Presentation

- Doesn't have to be fancy ... K.I.S.S.
- Try not to mix metaphors — develop a concept and stick with it
- Most perfect presentations are like a clever sitcom — tied up in a bright red bow at the end
- Shorter is better
  - TED Talk has a 12-minute limit
  - Best sermons are 5-8 minutes



# Other Formats

- Tag Team
- Panels – it's a group dynamic
  - Questions for each member
  - Is it a conversation? Or are there silos?
- Media Interviews
  - Questions in advance
  - Send talking points to interviewer
  - Prepare to answer the “hard question” just in case
  - Time will fly
- Demonstrations and tours
- Enthusiasm and sincerity will carry the day if your content is logically outlined.





# Strategy

- Outline major points
- Consider time allotted
- Plug in details
- Test against context
- Revise
- Draft talking points
- Create visual cues
- Choose “lagniappe”



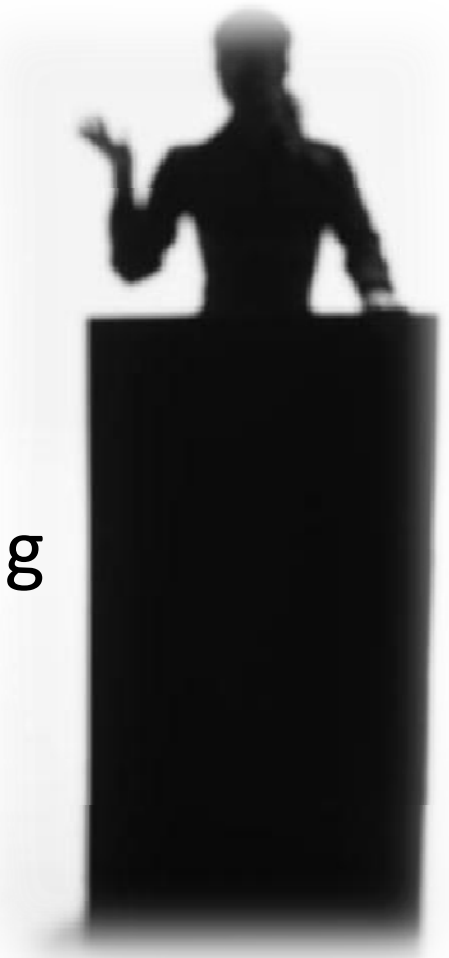
# Preparation



- Best way to conquer fear is through preparation
- Winging it vs. Practiced vs. Stale / over-rehearsed
- Make a list encompassing the whole event
- Talking points are GOOD!
- Props may or may not be appropriate
- Watch out for jargon
- Get a fresh eye to look at your handouts
- Technology ... prepare for EQUIPMENT FAILURE
- Elevator speech
- Update a basic presentation for each group
  - customize it JUST FOR THEM

# Fine Tune Your Presentation

- Transitions can be an art form
- Slip in library programs and resources
- Embed examples of library formats within your talk
- Use personal stories or anecdotes to illustrate your content
- Use vocal inflection, change the pacing
- Circle back to the Library's mission when appropriate
- Have a wrap-up sentence or two



# Bring Help ... Use TOOLS

- Use PowerPoint or Keynote for talking points
  - Handout or Notes view
- Use books, library resources or objects to jog your memory or keep you in order
- Use Index Cards
  - Link them together
  - Highlight the key points
- Use Flip charts
  - Prepare topic headings in advance



# Slide Shows

- Use Keynote or PPT
- Build in opportunities for YouTube or interaction
- How many slides? How clever?
- Speed of delivery
- K.I.S.S. with graphics and effects
- Text light
- Guy Kawasaki's 10-20-30 rule
  - 10 slides
  - 20 minutes
  - 30-point font





# Fake it 'Til You Make It

- Don't wait 'til the stakes are really high before you start to "speechify"
- Speak early ... and often!
- Practice greeting people — concierge desk, service desk, walking the stacks, meetings
- Practice reading aloud — read at church, at meetings, announcements
- Practice speaking out loud — pledge, prayers, welcomes or intros at library programs, calls to order
- Practice networking EVERYWHERE
- Practice your elevator speech at the grocery



# Find Your Voice

- It's just like writing
  - Writers need to read
  - Then writers need to write
- So observe other speakers
- Listen critically
  - If you liked a speaker, analyze why
  - What aspects can you adapt?
  - Try one (aspect) on for size
  - Practice



# Avoid Giving Offense...



- Be mindful of humor, taste level
- Pronounce the name of the group or host correctly
- Avoid chaotic or overly graphic images
- Typos!!!! *Never, never, ever omit the "L" in public!*

# USE YOUR WORDS!!!



- Our Word is EVERYTHING
- Sincerity, not glibness
- Never lie ...

but you CAN redirect

- Take your time with questions
- White space is OK
- Notes are good
- Never pretend to know
- Take care with humor ...

# Recipe for a BAD TALK



- Say what you plan to say.
  - Then say it as an overview.
  - Then say it with details.
  - Then say what you just said.
- Have 1,000 slides
  - Make them text heavy
  - Read each word on your slide or handout, out loud, slooooooowly
- Be preachy or teachy
- Show your lack of interest

# Questions So Far?



# Dress for Success

- What is the right tone for the venue?
- Wear something YOU feel good wearing
- Don't blend into the background
- Solid, saturated colors are best
- For TV - avoid white, green, stripes, checks, or small prints
- Wear layers
  - Jackets ALWAYS add a professional touch
  - You might need to thread the mic through clothing
  - You might need a pocket for the mic pack
  - Slip business cards in your pocket
  - It might get hot





Never  
Assume!

- Ask what the presentation's purpose is
- Be prepared to change directions
- Always have generic info about your Library
- Always have the title of a "hot" book or two

# Logistics: *You Go, Girl!*



- Be early
- Check it out ahead of time
- Delivery area for your “stuff”
- Pack smartly
- Large Print notes with highlights
- Water
- Sugar up
- Where’s the bathroom?
- Dry those sweaty palms
- Mark the spot and leave cues on your books or other props





# Schmooze

- Chit chat BEFORE the presentation
- Listen
- Be enthusiastic
- Be proud of your product
- Check books out to them on the spot
- Issue cards on the spot
- Demonstrate one-on-one with your laptop or iPad



- Never assume that your technology will work
- Don't rely on it
- Bring extras of everything
- Bring your own MiFi
- Mics are different
- Teleprompters can be SLOOOOOW or *FAST*

# Timing

- Respect the time you were given
- Divide your talking points up accordingly
- Build in time for a few questions
- Locate the wall clock
- Set your cell phone timer
- Get a 5- or 2-minute warning
- Remember to plug the website etc.
- Exit gracefully, and with thanks





# Body Language

- Open body
- Open hands
- Open face, level head
- Eye contact
- Posture standing
- Posture when seated
- No Bobblehead
- No Radarhead

# Put on Your Story - Telling Hat



- Tonality
- Range
- Tempo
- Timbre
- Eye contact
- Movement

# Be Intentional As You Speak



# Repetition, Repetition, Repetition



- Repetition to stress key points
- NOT as Vocal tics
- BREATHE
- Speed
- Ums and uhs

# Seize the Day



- Move around ... Interact with the audience!
- Ask what members of the group are reading
- Reward library card carriers with “swag”
- Connect the crowd to library resources
- Create opportunities for new presentations



# Find Your Happy Thought(s)

- Smile when you speak
- Practice smiling with your eyes
- Intersperse your notes with icons or pictures to remind you to smile, make eye contact, or even remind you that someone loves you



# Aftermath ...

- Ask for feedback (survey cards or email comments)
- Collect and review evaluations
- Unpack your “stuff”
- Re-file or put away all the “stuff”
- Make revisions based on how it went
- Forgive yourself for not being perfect
- Share with administration
- THANK THE GROUP
- THANK THE GROUP
- THANK THE GROUP



# Miscellaneous



- Tweet about your appearance
- Don't just ask them to like you ...
  - Like the organization and post on THEIR site
- Don't just ask the group for help ...
  - Offer the Library as a resource
- Follow up after the presentation
- Speak to ANYONE who will Listen
- Promote a Library Speaker's Bureau
- Bring business cards and collect business cards
- THANK THEM ... THANK THEM ... THANK THEM ...

# Always Ready to Roll

Make a generic “About the Library” bag:



- script,
- talking points,
- handouts,
- lists of resources to pull,
- and a reminder for tech

**Update it annually!!!**

# I Don't Make the Rules ...

- Plagiarism
- Gifts
- Ethics
- Wine / Liquor
- Offensive language
- Smartaleck
- Accents
- Overly mixed graphics styles



# Special People



- Attention seekers
- Monopolizers
- Hecklers
- Ambushers
- Media
- Government officials
- Sleepers
- **CELL PHONE USERS**

*P.S. Turn YOUR own cell phone to silent!*

Any More Questions?





# Takeaways

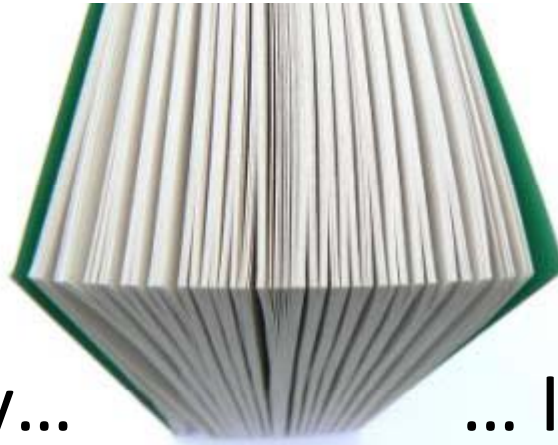
- Understand the event
- Know the audience
- Get a feel for the time
- Organize the content
- Prepare your talking points
- Include some specifics
- Smile and make eye contact
- Confidence is sexy
- Nobody dies





**Soar!!!**

# References & Resources



- OCLC
- WebJunction
- Geek the Library... ... I **geek** speaking!
- ALA, PLA, and I Love Libraries tools and classes
- YOUR Library's resources ... Look it up!
- YOUR Library's online classes (like Gale Courses)
- Toastmasters (all media, including Youtube)
- Dale Carnegie (all media, including Youtube)
- National Speakers Association



# Can You Have Too Many Books?

- *Public Speaking Handbook for Librarians and Information Professionals* by Sarah R. Statz
- *Living Proof: Telling Your Story to Make A Difference* by John Capecci
- *Boring to Bravo: Proven Presentation Techniques to Engage, Involve, and Inspire Audience to Action* by Kristin Arnold
- *Presentations for Dummies* by Marty Brounstein
- *Real Leaders Don't Use PowerPoint* by Christopher Witt
- *Schaum's Quick Guide to Great Presentations* by Melody Templeton
- *How to Say it With Your Voice (with CD)* by Jeffrey Jacobi
- *Speak with Confidence* by Dianna Booher

# How About a Few More?

- Presenting Like a Pro  
[http://www.webjunction.org/documents/webjunction/Presenting Like a Pro Handout.html](http://www.webjunction.org/documents/webjunction/Presenting_Like_a_Pro_Handout.html)
- The Librarian's Guide to Developing Presentation Skills by Jennifer Osborn [http://www.liscareer.com/osborn\\_presentation.htm](http://www.liscareer.com/osborn_presentation.htm)
- Like Stage Fright, Only More Specific, Or, Librarians Have to Speak in Public Whether We Like It Or Not  
<http://letterstoayounglibrarian.blogspot.com/2012/03/like-stage-fright-only-more-specific-or.html>
- Public Speaking Demystified ... Tools, Tips and Tricks for Special Librarians Recap  
<http://dc.sla.org/2013/05/30/public-speaking-demystified-tools-tips-and-tricks-for-special-librarians-recap/>
- Infopeople webinar on public speaking  
<https://infopeople.org/civcrm/event/info?reset=1&id=160>
- On YouTube: Public Speaking University with Andy Harrington
- On YouTube: Knockout Presentations by Diane DiResta
- On YouTube: Speaking.IO/deliver/nervousness



# Thank You and Good Luck!



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*The East Baton Rouge Parish Library\*  
is a community service organization  
that connects our citizens with information, resources,  
materials, technology, and experiences  
in order to make a positive difference in their lives.*

*\*A Starred Library*