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:

![Audio Broadcast](image)

**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.
Telephone Access

If you are 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.

- 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 Library and Information Services
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Today’s Presenter

Mary H Stein
Assistant Library Director,
East Baton Rouge Parish Library, Louisiana
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 ...

– Should you bring Lagniappe ...
  – Number of deliverables ...
Whoooooooooo?

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”
• 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, sloooooooowly

• 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
• 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 SLOOOOOOW 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

• The Librarian's Guide to Developing Presentation Skills by Jennifer Osborn
  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/civicrm/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