



An EU Funded Project

Implementation of Anti-Discrimination Policies in Serbia

Palata Srbija | Bulevar Mihajla Pupina 2 | office No 579

Tel: 011 31 17 124 | Fax: 011 31 14 316



Implementation of
Anti-Discrimination Policies

GUIDELINES FOR SUCCESSFULL PUBLIC SPEAKING AND PRESENTATIONS

Workshop on communication and public speaking skills

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GUIDELINES – THE MOST IMPORTANT RULES OF PUBLIC SPEAKING, PRESENTATION AND MEDIA SPEECH

PUBLIC SPEAKING AND PRESENTATION

WE ALL HAVE TO SPEAK IN PUBLIC

- Wedding / award
- Meeting / colleagues
- On line conference talk
- Conference / presentation
- Media speech
- It's not just PR professionals who speak / media are looking for new faces

BENEFITS OF GOOD PUBLIC SPEAKING

The outcome of a public speech influences:

- Public perception,
- Reputation,
- Self-confidence,
- New possibilities and chances,
- Public speaking is learned.

PHASES IN PUBLIC SPEAKING

- Understand the subject,
- Accept the subject,
- Transmit the subject to an audience,
- Necessary clear picture; what do you want to transmit.

PUBLIC SPEAKING/ GENERAL RULES

- Lots of them, but just a few applicable,
- Get the audience's interest immediately: decision in first 5 minutes,
- Don't speak quickly / speak loudly,





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- Choice of words is important: bad choice of words lessens credibility (Examples: just to add, actually, generally, oh well...)
- Body language / reveals the state of mind,
- Bad look weakens attention,
- Public speech must not be: unclear, tedious, overlong, boring.

PRESENTATION 1

(the key tool of public speaking)

- Preparation is most important,
(1 minute of presentation – 60 minutes of preparation),
- Practice / alone or with an audience.
- Just have topics on slides / don't read the text,
- Concentrate on the messages,
- 6/6: six words, six lines on a slide,
- Engage the audience / lessen the feeling of isolation.

PRESENTATION 2

- Body language,
- Looks are important,
- Get to know the space before the presentation,
- Imagine yourself moving and speaking in that space,
- Ask questions to learn what the audience is like,
- Think positive / self-confidence,
(Catastrophes don't happen – the audience wants you to succeed)

THINK POSITIVE 1

(Symptoms of uncertainty and stage fright)

- Adrenaline jumps,
- Heart starts beating faster,





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- You sweat,
- Breathing becomes fast and shallow.

THINK POSITIVE 2

(How to defeat negative feelings, adrenaline rushes and stage fright)

- Don't think about yourself / focus on the audience
(Their needs are more important than yours)
- Breathe deeply from the belly and keep breath in (before the appearance and in breaks),
- Large audience is frightening / focus on a single person,
- Use humor.

THINK ON YOUR TOES/ SURPRISE

(Sudden questions after the presentation)

- Try to predict possible sudden questions (list of Q&A),
- Get rid of bad thoughts and listen carefully,
- Buy time (ask a counter question or ask for the question to be repeated),
- Focus on a single point and hold on to it,
- If you don't know how to answer, say that you currently don't have the answer.

PRESENTATION – COMMON MISTAKES

- Over focusing on the presentation (being autistic eliminates the awareness what's going on in the audience),
- Large amount of information (separating the important from unimportant / persuasiveness suffers),
- Optimal length of presentation is 20 minutes,
- Disregarding the non-verbal communication,
- Disregarding the emotional component (not everybody in the audience is rational, presentation must be fun and likable),
- Wrong clothes (don't wear anything that draws attention).

BEING INTERESTING





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- Power Point / Key Note – most successful tools – support for verbal presentation,
- Usage of photos, video clips, graphs - Interacting with the audience
- Usage of humor,
- Clear, concise, simple.

HOW THE SERBIAN MEDIA FUNCTION

(The media scene is a large industry where struggle for attention is ongoing)

Each media action must, without exceptions, take into account three key factors:

- MEDIA WORK UNDER PRESSURE OF TIME AND DEADLINES
- TIME AND SPACE IN MEDIA ARE LIMITED
- MEDIA PURSUE THE PUBLIC ATTENTION

CHANGES IN THE MEDIA

- Market dictates the rules,
- Influence of IC technologies is enormous. These technologies today influence the media twentyfold more than political matters.

MEASURING THE COMMERCIAL STENGTH OF MEDIA AND THE INFLUENCE (CREDIBILITY) OF THE MEDIA

- Circulation and ratings. Everything is measured: peplemeters and auditing,
- Credibility of certain media (credible media are often more important than those with high circulation),
- Phenomenon: importance of click counts.

MOST POWERFUL AND MOST EXPENSIVE MEDIA

(Television: from news to reality programming)

- Nationwide televisions according to rating:
1 – RTS, 2 - PINK, 3 - PRVA, 4 - B92, 5 - HAPPY





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- Are the commercially most powerful media the right ones to convey our messages?

DAILY NEWSPAPERS AND PERIODICALS

- Influence, circulation, credibility,
- Dailies are divided by ethics, ways of reporting and tabloid coverage,
- Magazines.

IMPORTANCE AND POWER OF NEWS AGENCIES

- Tanjug, Beta, FoNet,
- Agencies replace media,
- A conference will be a success even with few media if it's covered by agencies.

NEW MEDIA

(Informative portals)

- Number of visits is the most important criteria,
- Largest portals by number of hits (Blic, B92, Telegraf...)
- Numerous portals copy, distribute and "news feed" content.

HOW SOCIAL NETWORKS ARE CHANGING THE MEDIA SCENE

- YouTube, FB, Twitter and Instagram are a revolutionary possibility to create one's own information, news and stories in video, photo and text forms.

RELATIONS WITH JOURNALISTS

- Don't enter into personal conflicts with journalists. Citizens recognize the media as protectors of the civil society and journalists, in most cases, have a "blank" support and sympathy of the audience, even when they don't do their work as well as they should.

INTERVIEW BROADCASTS (30 MINUTES)

- The character of conversation is usually in confrontation
- Interviews are in program schemes broadcast usually every day: Mon-Fri
- A half-hour broadcast contains 24 minutes of news and 6 minutes of commercials,





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- Rule: broadcasts are usually live / recordings are an exception,
- 1-3 guests,
- 24 minutes of talk: no wasting of time,
- No space for extensive explanations,
- Talk is centered on drawing facts and opinions,
- Journalist knows in advance what he/she wants to achieve in the talk,
- Commercials are a chance to reset the show and calm down a debate,
- Selection of guests: the happening or topic decide the guest,
- Authors would like an exclusive: they always ask whether the guest will give another interview to another television or other media.

PREPARATION FOR A BROADCAST

- Journalistic preparation / sources: press clipping, documentation, internet, insiders, colleagues.

WHAT WILL THE JOURNALIST ASK

- The guest has the right to know in advance what are the topics to be discussed and can influence that part (the guest can demand time for his theme),
- Preparation of a guest: talking with the journalist the day before, press clipping, documentation, Internet,
- A good PR team can assume a lot based on what was already published in the media (analysis of press clippings: internet, press, events around a company or an institution).

COMMON MISTAKES OF GUESTS

- Overconfidence and coming without being prepared,
- Aggressive behavior (necessary self-control),
- Bad time management – verbosity,
- Coming to the studio with too many papers,
- Hostile departure: loss of contact,
- Contact must be kept disregarding the outcome of the interview.





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PRESS CONFERENCE

Each good media appearance requires:

- Knowledge,
- Organization,
- Reaction.

1. Knowledge means qualified following of the media – not from the angle of an ordinary reader, but an interested observer and analyst of a particular area.

2. Organization and reaction on an example of a press conference:

PREPARATION OF EVENT

- Inviting the journalists (livening up) – focus on the key media, more precisely – on key people in them.
- In the past, the number of present journalists showed the range of attention, but today that is not the case – the range depends on the influence and ratings of the media which will publish the report. The invitation is sent at least twice, but the invitation goes to a particular editor in the particular media who is aimed at. Technically, it's most important to ensure the presence of one of the agencies with a camera and a crew from a big TV station.
- Establishing and cultivating a personal contact means asking the journalists to leave a phone number or e-mail address, but not the media address, but their own.
- Journalists-reporters on events, likewise those asking for interviews and statements, are as a rule underpaid and highly burdened. They are known for their stress levels, and to them every PR is often a “notorious machinery”. It is crucial to understand that the employers just don't want to pay an adequate number of journalists in the media, and that even with overburdened journalists you can establish a good cooperation. You can help greatly by doing a part of their job – a brief explanation of that which they are supposed to convey to the audience, even better to write it down, deliver to them the material for a text or an article, photos included, if that is needed and necessary.

SUPPLEMENT: CREDENTIALS

Besides the time and the place, the theme and names of the speakers, an invitation has to contain the name and phone and e-mail of the contact person. A logo or letterhead of an institution also goes without saying. In the invitation the theme is usually stated but that's not obligatory nor are credentials. If an institution wants to present itself as open, credentials should be avoided.





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The invitation must be on time, not too early, not too late. The best time is three days in advance, repeated a day before the very event, when a phone call should be made and the arrangement with the editor agreed.

PLAN OF SPEAKING

- A strict arrangement who is going to speak, in what order and, the most important, how much.

Two strategies are applied most often:

- The most important speaker, with the most important message, should speak at the end. In that case, previous speakers are not expected to speak more than a couple of minutes, regarding the general time squeeze and the fact that journalists are not very patient people.

- The "headfirst" strategy: most important speaker and the strongest message are at the beginning with the aim to get journalists interested on the spot and later through expositions or questions just work out the details.

- Journalists like to be late for events, but not for the event to be late. Journalists' attention is greatest at the beginning, and lessens with time, as soon as they hear what they call "the lead" journalists are prone to "shut off", stop following or simply go out. It's necessary to balance holding their attention on one side, and clarity and speed of informing on the other.

CASTING THE ROLES

- The most important speaker is the person with the highest rank and most recognizable to the public.
- The conference MC does not have to be the most important speaker, but has to obligatory announce each speaker by full name and his function, if necessary multiple times. The MCD opens and closes the conference and gives the speaking order to the journalists, if they have questions.

SAYING IT

- It's very important that soon after the conference begins the journalists get the papers with the media information, press release or material (what it is called is not so important).
- If any numbers are mentioned, that paper has to contain the important ones.
- Media info is not a transcript of what the speakers are saying, or what they have prepared as their own reminder. Information is a brief report from the conference given while it's happening and can be sent to media as a press release.





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3. Reaction is reflected in answering the journalistic questions, on a press conference, but as well in other public appearances.

- Not to have an impression of dumb silence at the end, if there are no questions, it's useful to use the opportunity to repeat the message to the public or give another. That final message has to be brief and effective.

THINKING THROUGH

- For thinking through and supposing what the journalists might ask, it's necessary to bear in mind the main media focus of the day.

- Basis for a good reaction is refraining from any negative attitude, gesture or comment on work of a certain journalist or a media outlet. The speakers must emphasize their positive attitude towards the public, the citizenry and the media.

- A positive attitude must not go over into nonsense – in cases of unpleasant or irrelevant questions, the speakers must remain kind, but also kindly interrupt and take away the order of speaking from someone who might be intentionally sent and premeditatedly aggressive.

- Prevention of negative situations is possible by arranging the question or questions in advance from some journalists you are already cooperating with.

- The ending of the conference is not the end, there's no relaxation with the journalists present. That is an opportunity for informal talks, of contact establishing, but also for journalists to ask for an additional statement, clarification or an interview.

- It's not recommended to clearly „breathe a sigh of relief“, thus showing how tense you were in front of journalists with the cameras off. But it is wise to ask how all event looked like to them, whether it was interesting...

- Deadlines are sacrosanct, both for journalists and for public persons.

- Always ask a journalist by what time he/she needs something, and keep to that schedule whenever possible, but also ask the opposite, for the journalist to tell you roughly when the clip will be broadcast or the text published. Do not put too much pressure on journalists about that, for that decision is made by editors and not by journalists. Don't build up conspiracy theories if you were not immediately published, before that look what kind of a „news day“ it was, maybe it was what the editors call „the new year“, too much breaking news. If you accommodate the journalist, and the statement goes unpublished, bear that in mind, but don't be quick to withhold cooperation, it might be just a happenstance.

