



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

AFP Speaker Guide



Preparing Yourself and Your Presentation Team



Preparing Yourself and Your Team

1. Organizing practice run throughs
2. Practice
3. Understand the Technology



Organizing Practice Run Throughs



Practice, Practice, Practice

“Practice isn’t the thing you do when you’re good.
It’s the thing you do that makes you good.”

- Malcolm Gladwell, Outliers: The Story of Success



Practice, Practice, Practice



Practice, Practice, Practice



Get Objective Feedback



- If possible, enlist a coach. They can help with what to do, and better yet, how to do it.
- What: “I want you to avoid his punches.”
- How: “Move side to side and change your levels.”
- Non-expert audience practice

Get Objective Feedback



- Record yourself practicing
- Audio only is good
- Video is better
- Watch your body language
- There's an app for that (Orai, Speeko)



Understanding the Technology



- Know how your specific setup works
- Have a backup plan
- Understand what it can't do well



Preparing Yourself and Your Team - Recap

1. Organizing practice run throughs

- Mimic the environment

2. Practice

- The process is where the value is
- Get feedback
 - From mentors
 - From non-professionals
 - From your own recordings
 - Use apps to get metrics

3. Understand the Technology

- Every platform has a variety of setups
- Have a backup plan
- Understand what it can and can't do well



Knowledge is Only Potential Power

“By failing to prepare, you are preparing to fail.”

~ *Benjamin Franklin*

