Engaging the Audience and Delivering a Valuable Session – Mindful Tips for Speaking

Maureen Kiefer-Goldenberg, CCO, The Mather Group

James Downing, Global CCO, Morningstar

Engaging the Audience

- Use polls at the beginning or during to know your audience.
- Do not be afraid to have fun and laugh at yourself. The audience appreciates someone who is real rather than someone who is too rehearsed.
- Practice prior to your session. Its ok to write out what you propose to say but don't just read slides or comments.
- Encourage questions throughout the session.
- Make eye contact with your audience, not for too long, but don't be afraid to connect.
- Use diagrams or other visuals and avoid making slides "too wordy." Try and stick to bullet points.

NSCP
NATIONAL SOCIETY OF
COMPLIANCE PROFESSIONALS

Engaging the Audience

Delivering Value

- Make sure to research the subject regardless of your expertise prior to your panel. Rules often change and new guidance is frequently issued.
- Stick to the stated objectives of the panel, its okay to stray a little but remember why the audience chose this session.
- Give practical applications and/or examples of the subject.
- Talk about failures or missteps you or others may have had on the subject.
- Provide handouts like templates or checklists.
- Try and give each panelist equal time, make sure every perspective from the panel is heard.

NSCP
NATIONAL SOCIETY OF
COMPLIANCE PROFESSIONALS

Presenting Virtually

- Be aware of your camera position and avoid distracting backgrounds or noises.
- Try to look at the camera, not the screen.
- Avoid using too much "Body Language," like excessive use of hands .
- Have a backup option in case technology issues occur (like a phone or tablet).
- Try not to dress in patterns or stripes, they can come across different on camera.