



SPEAK UP, BE HEARD.

TOP TIPS FOR SPEAKING AT AN EVENT

You've been asked to speak at an event, you're excited because you get to speak about something you're passionate about, but you're also nervous because you're not used to public speaking as you spend most of your time at sea, on a boat, in the middle of the ocean.

So we've pulled together a few tips to help you feel confident and get the most out of your opportunity to speak.

YOUR AUDIENCE

To be persuasive and engaging, you've got to know a bit about your audience.

- Are they policy officials? Scientists?
- Do they know anything about the realities of life as a fisherman?
- What do they want to know from you?
- Are there examples you can use from daily life to paint them a picture?

If you can figure out those answers you will maximise your chances of having an engaged audience that listens and learns from you.

YOUR SUBJECT MATTER

This is your area of expertise. You probably know more than most or all of the people in the audience. Remember this and have confidence - you are the expert.

PRACTICE

Practice out loud – you are passionate on this subject so figure out how to get your point across clearly and directly. There is a fine line between making a great point and going on a bit. Try to chat over what you want to say with friends or family, or whoever will give you honest (and constructive) feedback.

DELIVERY

Be yourself! Speakers with an authentic style are naturally more persuasive and listeners appreciate seeing your true character. Speak how you would with a friend or another fisherman. Keep your sentences short and impactful.

DISCUSSION

Leave time for questions. Your audience might disagree with your points, so be patient and allow everyone to input and feel valued. If you allow time for open discussion it will allow you to respond and share your reasoning – or maybe come up with new ideas and solutions.

FEELING NERVOUS?

Being nervous is completely normal, it just shows you care. In fact, being nervous produces adrenaline; it helps you think faster and speak more fluently.

