

# Connecting with Your Audience

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IGFOA 2018 ANNUAL CONFERENCE  
CELEBRATING ILLINOIS 200







# What to Expect

- Audience's Disposition
- Engaging Content
- Confident Delivery
- Effective Visuals




# Is it ever NOT about the audience?



Source: “Boring Political Caucus” (cropped image) by James Brooks via Wikimedia Commons



# Types of Audiences



Friendly	<ul style="list-style-type: none"><li>• Humor</li><li>• Examples</li><li>• Personal Experiences</li><li>• Participation</li></ul>
Neutral	<ul style="list-style-type: none"><li>• Avoid Humor and Anecdotes</li><li>• Use Statistics</li><li>• Compare/Contrast</li><li>• Include Time for Questions</li></ul>
Uninterested	<ul style="list-style-type: none"><li>• Use Humor</li><li>• Use Visuals</li><li>• Don't Expect Participation</li></ul>
Hostile	<ul style="list-style-type: none"><li>• Avoid Humor and Anecdotes</li><li>• Objective Data</li><li>• Expert Opinion</li></ul>







Photo Credit: “Audience” by Faruk Ateş via FlickrCC



Source: Untitled by Cpl. Caitlin Brink: The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

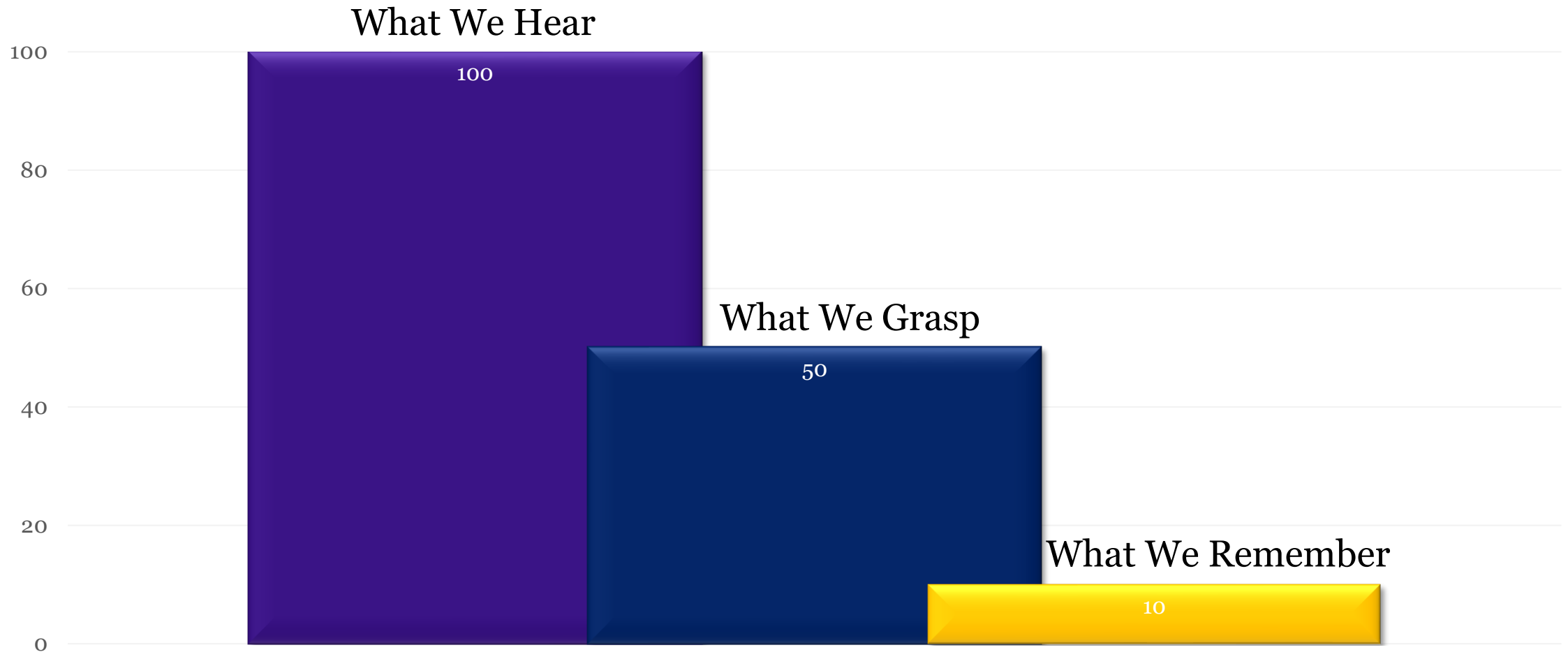


# Your Turn

- What can you be doing?
- Values and Attitudes to Unite
- Immediately Usable
- Past Events

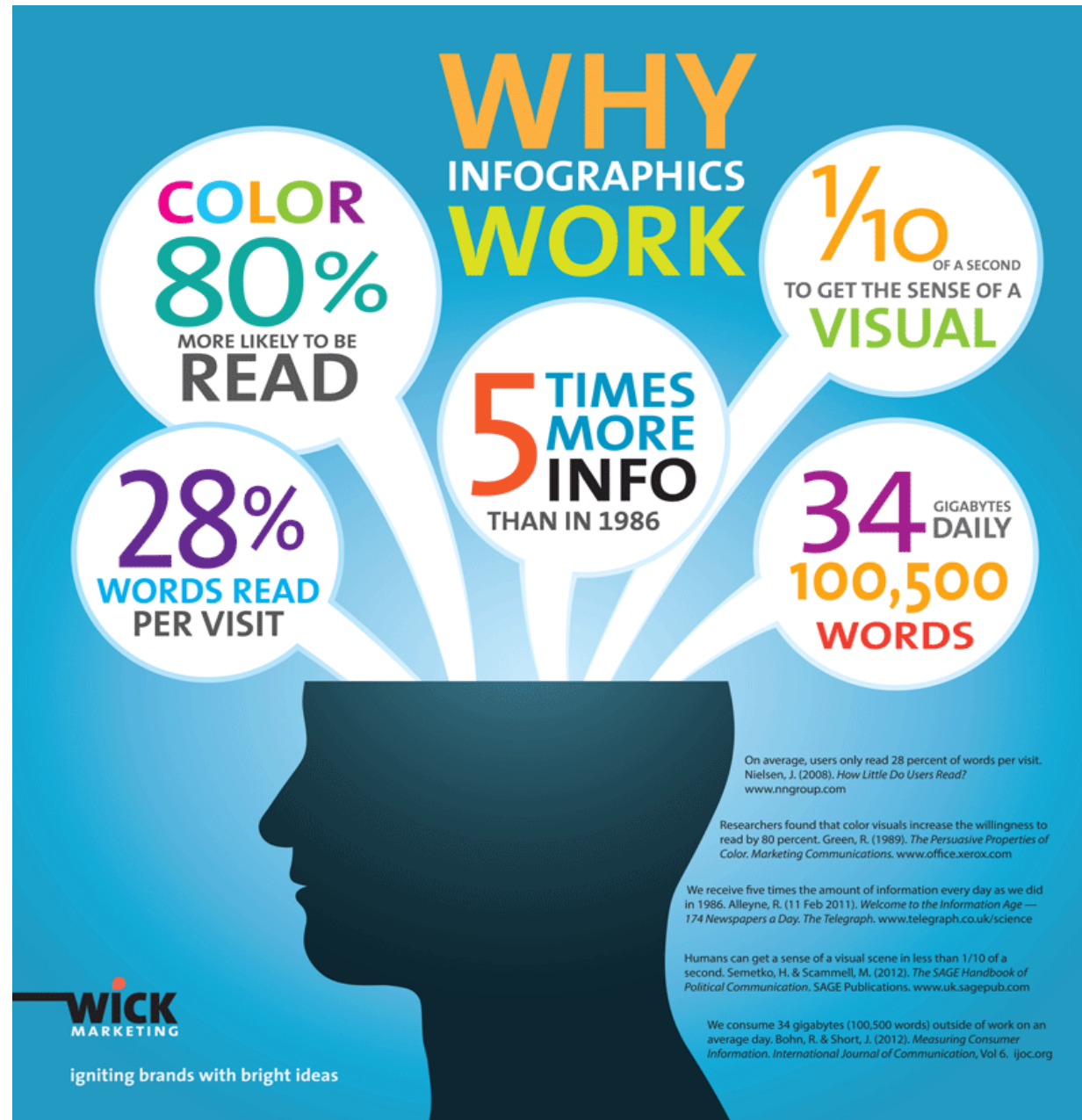


# Hear vs. Remember









Source: “Why Infographics Work” by Wick Marketing Infographics



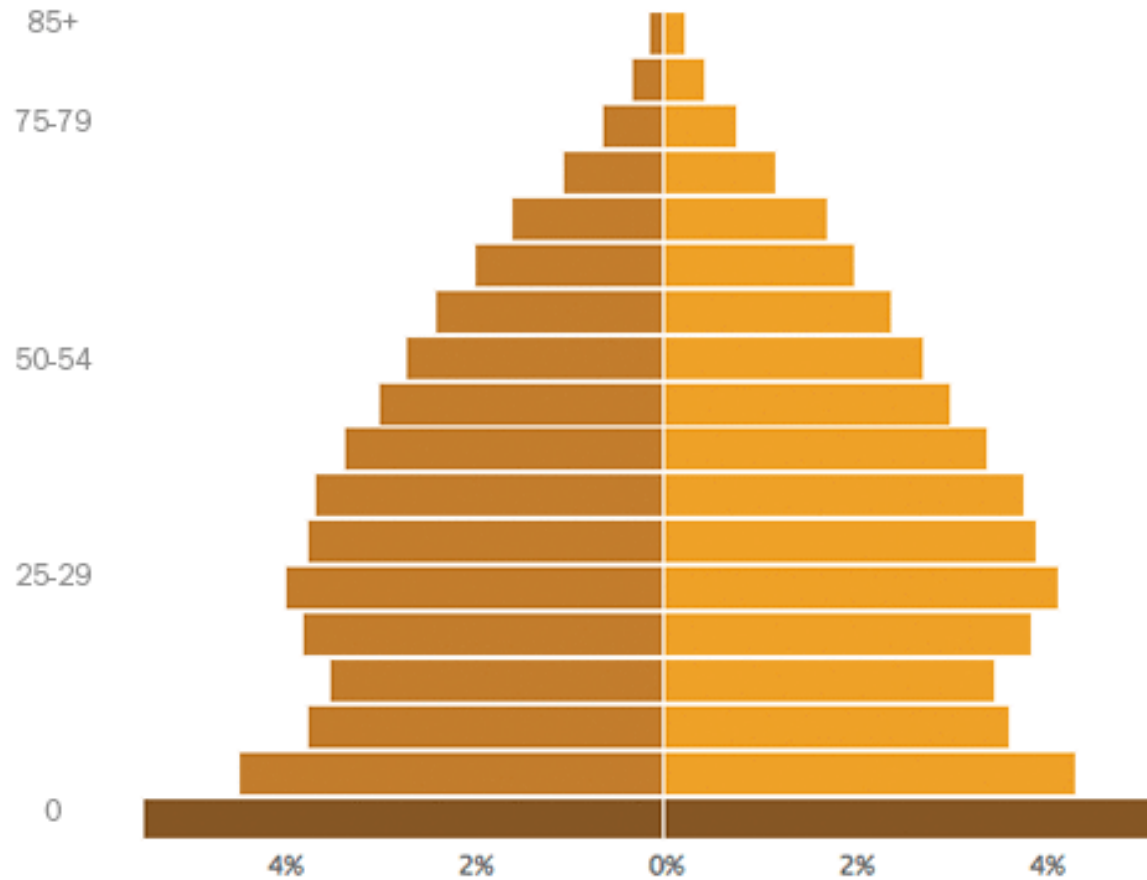
Percent of U.S. Population by Age Group, 1950-2060

Baby Boomers

MALE

1950

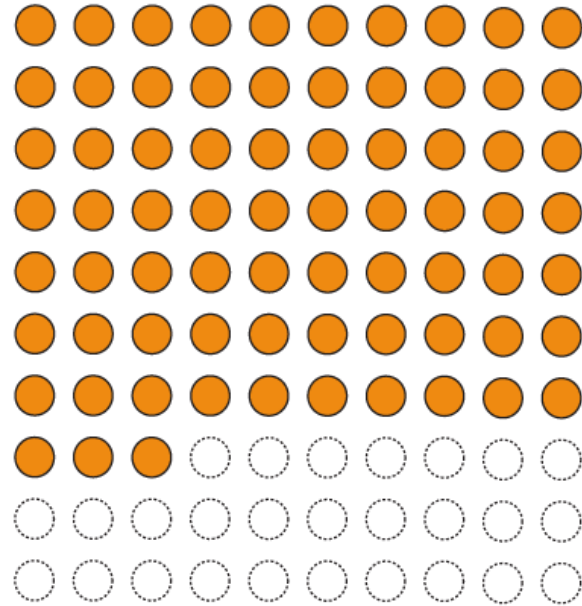
FEMALE



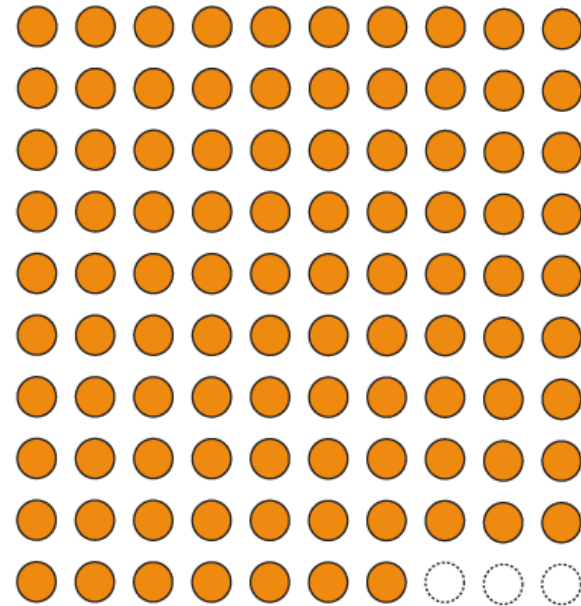
PEW RESEARCH CENTER



### INTERNET USE BY EDUCATION LEVEL



73 % of High School Grads  
Use the Internet



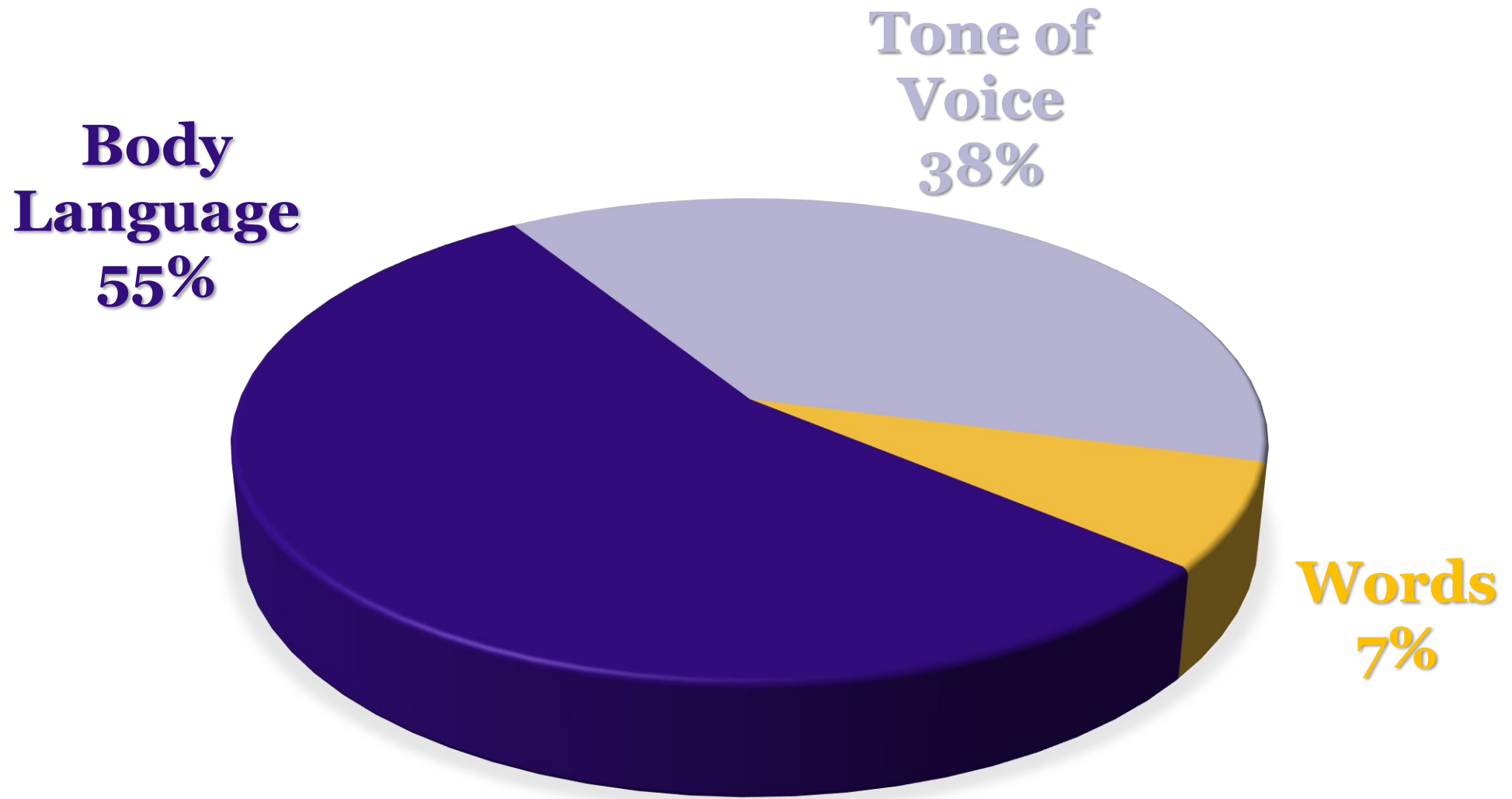
97 % of College Grads  
Use the Internet

Source: The Pew Research Center Internet & American Life Project Feb 2012



Source: "How to Make Numbers Interesting" by Connie Malamed





Source: Mehrabian & Wiener, 1967 and Mehrabian & Ferris, 1967





# Participation Time

- Ineffective Communicator?
- Effective Communicator?






Source: “sacon\_nyc\_2017-9042” by O’Reilly Internal via FlickrCC



Source: “Speakers” by O’Reilly Internal via FlickrCC



# Types of Audiences



Friendly	<ul style="list-style-type: none"><li>• Eye Contact</li><li>• Gestures</li><li>• Vocal Variety</li><li>• Friendly</li></ul>
Neutral	<ul style="list-style-type: none"><li>• Confidence</li><li>• Small Gestures</li><li>• Nothing too Showy</li></ul>
Uninterested	<ul style="list-style-type: none"><li>• Dynamic</li><li>• Entertaining</li><li>• Large Gestures</li><li>• Movement</li></ul>
Hostile	<ul style="list-style-type: none"><li>• Calm</li><li>• Controlled</li><li>• Speak Slowly and Evenly</li></ul>





# LIFE AFTER DEATH BY POWERPOINT 2012

WITH  
DON MCMILLAN



# Create Your Speech First

This

Not This

Keep in mind...

- Time of Day
- Room
- Topic
- Speaker

- Why do we speak? Because we have knowledge to pass on to an audience (whether it is to City Council, concerned citizens, or even other departments. However, as human beings we are very egocentric.
- If we don't understand the information or if we don't perceive that this knowledge affects us directly, we are less apt to pay attention.
- Think about all the times you have zoned out during either a conference or even a weekly meeting. While some of this could be pinned on the speaker for not being the best deliverer, a larger portion can be blamed on human nature.
- Sometimes the deck is stacked against the speaker (bad time or room). Sometimes, you actually stack the deck against yourself by not thinking about the audience first. Is it ever not about the audience? NO! If you're used to thinking it's more about getting all your facts and figures out, then you're probably used to seeing audiences that look like this.



# Keep It Simple

## More than 6 seconds

- This takes more than six seconds to read.
- It's really here because I didn't plan well.
- Sadly, you are trying to read this too.
- Anyone keeping up with me?
- I think we are all having a hard time with this slide.

## 6 seconds and less

- No more than 6 words
- No more than 6 bullets
- Now you get it!



# Limit Number of Slides

Length of speech + 1 = max slides

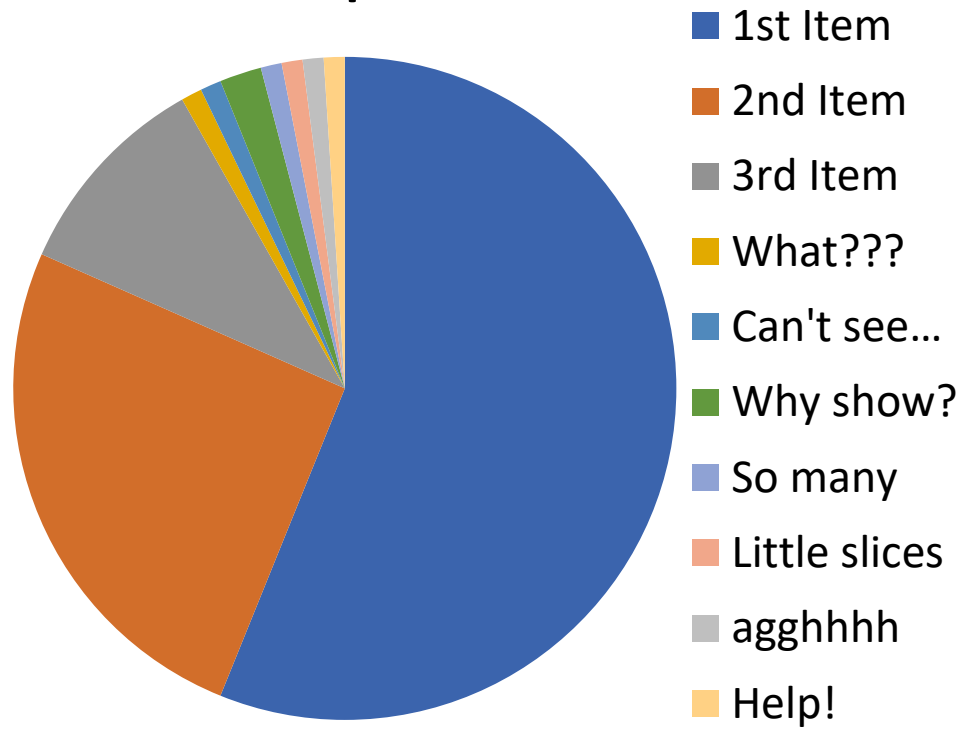
2



# Keep the Audience in Mind

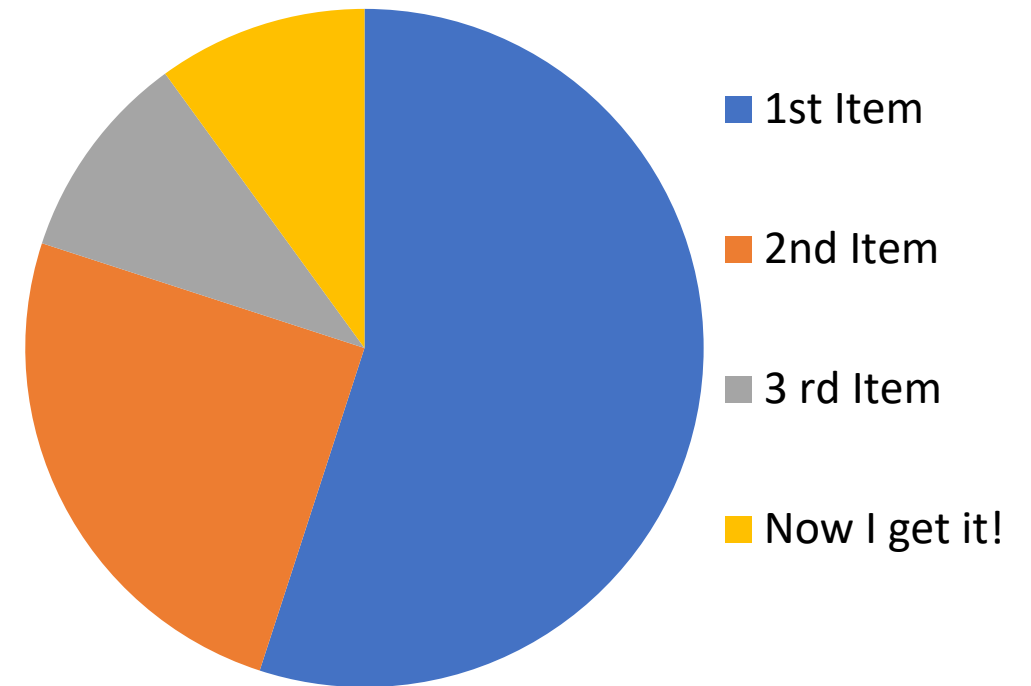
Unclear

Occupations



Clearer

Occupations







**Normal Vision**



**Deuteranomaly/Green-Weak**



**Protanopia/Red-Blind**

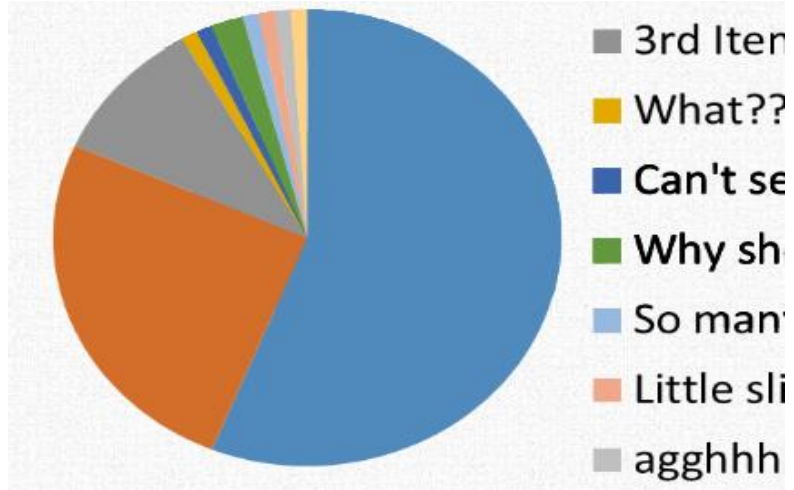


**Tritanopia/Blue-Blind**

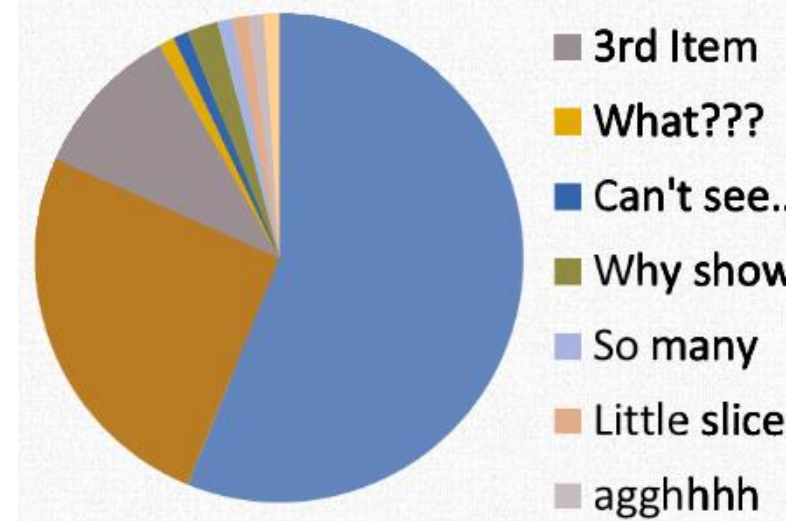




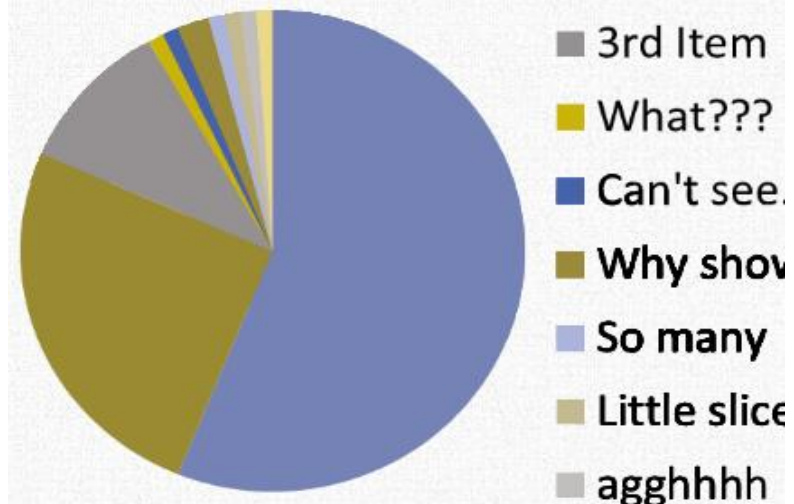
## Normal Vision



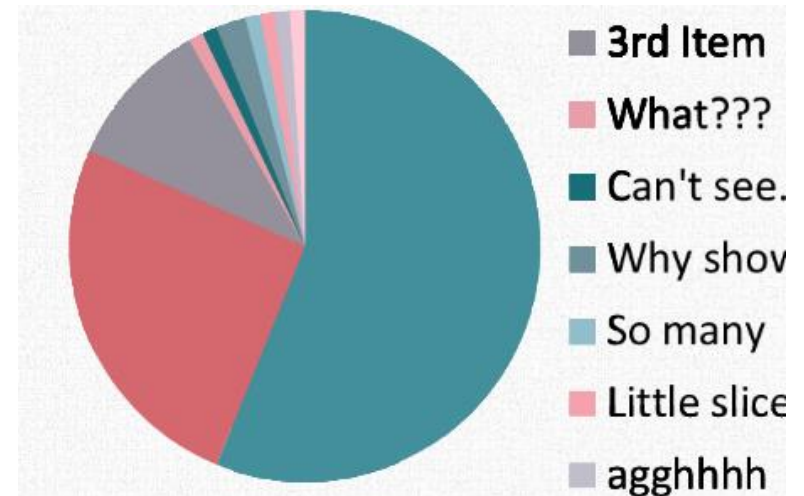
## Deuteranomaly/Green-Weak



## Protanopia/Red-Blind



## Tritanopia/Blue-Blind







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