Thank you for your participation as a presenter at an upcoming ICSC program. Every year, ICSC conducts meetings that serve as key forums for ongoing professional education and idea exchanges about all aspects of shopping center development, finance, leasing, management, marketing and other specialized areas of professional interest. ICSC meetings and programs are designed to promote the exchange of ideas among members and to facilitate the conduct of their business. You have been selected to serve as a presenter for ICSC because of your speaking experience, your expertise, and your willingness to share your knowledge with others. Your role is very important. As a presenter you will set the tone and reinforce the overall theme of the meeting.

As a presenter, your responsibility is to speak about a topic that educates and challenges your audience. While the platform is not to be used as a vehicle to promote your own business, service, interests, or products, your job is to share your knowledge. The expertise you speak to can create an understanding about your subject and enrich professional lives by providing relevant and applicable knowledge and “take-home value” for each person attending the session.

ICSC recognizes that preparing and delivering your presentation requires work and a significant investment of your time, and to assure your program's success, ICSC has created ICSC speaker guides as reference. The Overview for all Speakers provides information that is relevant for all speaker types. The Keynote Speaker’s Guide summarizes much of what is contained in the Overview for all Speakers guide, but also gives additional tips and details that are relevant for a keynote or lead speaker, such as yourself. Please be sure to refer to both guides to secure all the necessary information you will need.

Your program planning committee contact, chair, or ICSC staff member is readily accessible to answer any logistical questions or clarify any information contained within these guides. Again, thank you for participating in this ICSC program. We look forward to working with you.

Additional note: If you have not done so already, create your profile in the ICSC speaker database by visiting http://survey.icsc.org/speakers
**PREPARATION**

- **Conduct** pre-presentation analysis.
- **Gather** data.
- **Determine** arrangement of data.
- **Outline** the presentation, preferably using an outline of five key points.
- **Write** the text.
- **Convert** the text into a talk.
- **Rehearse** the presentation.
- **Review** for content and timing.
- **Edit and rehearse** until you are comfortable that the content is engaging, relevant, important and timely.
- **Critically analyze** every aspect of your presentation and make sure it retains the audience's interest.
- **Edit, rehearse again,** and polish until you are confident in your material and your delivery.
- **Prepare** the final draft of your notes.

**VENUE LOGISTICS**

- **Get as much information** with regard to the session set-up as you can prior to your arrival.
- **Arrive early** to become familiar with the area where you will be presenting from.
  - Decide where you will place your notes.
  - Check the distance from the front to the back of the room to determine how well the audience will be able to see you and your visuals.
  - Ask for changes to be made if anything in the room restricts your movement, or provides a distraction to yourself or the audience.
  - Find out where you will sit before being introduced.
  - Recheck your audiovisual materials.
  - Connect with the on-site ICSC representative and the technical support team to go over any last-minute details.

**VERBAL TIPS**

- **Set the stage** for the topic by opening with a question, story, definition, quotation, statistic, comparison or example.
- **Open** by making specific reference to the city where the meeting is held (i.e., “Welcome, Boston!”; “Welcome, Chicago!”)
- **Make** each main point a major idea supporting your message.
  - Keep in mind that the purpose of your presentation should focus on the listener’s benefits.
  - Include at least two, but no more than five, main points.
  - Make each point of equal value.
  - Make sure that the main points are clear to the listeners.
  - Main points can be delivered chronologically, historically, spatially, topically, or in a problem-solving mode.
- **Set up** each main point as a heading under which you put supporting details or information (the sub-points).
  - Stay clear, concise, and “on message”.
  - Use anecdotal information and down-to-earth examples to relate to and involve the audience.
o Fill in the details for your audience by using examples, stories, analogies and statistical information.
o Provide advice and recommend action steps.
o Reinforce your learning points with role playing, case studies and group exercises.

• **Maintain** credibility during your presentation.
o Demonstrate use of your knowledge and experience.
o Your perceived personal and professional relationships and the degree of friendliness or concern you show the audience matters.
o Use specifics and real life, relatable situations, but be careful of disclosing any confidential information.
o Make sure the content and style of the presentation is properly geared to the professional level of the audience.

• **Prepare** a strong closing.
o Avoid introducing new material and be sure that you covered all that you said you were going to cover.
o Review key points and memorable statements made previously.
o Re-emphasize the point of your speech.
o Tie the main points together.
o Try not to end abruptly; stay away from multiple endings, and do not apologize for anything that went wrong during the speech.
o Leave your audience with a memorable presentation, new knowledge and immediately actionable ideas.
o If you’re going to take questions, ask if there’s time for them and inform the ICSC staff that you’re going to take questions.

**VOCAL TIPS**

• **The manner in which you** present the material, and how you say it, is the key to believability.
o Adjust your voice and delivery method based on the size of your audience.
o Speak from the heart with knowledge, and from the heart with passion.
o Be yourself.

• **Practice** to get the proper resonance and projection into your voice.

• **Be aware** of your voice and how it sounds as you practice out loud, to be sure it keeps the listeners’ interest.
o Clearly articulate your words and be sure not to fade away at the end of your sentences.
o Use an authoritative and sincere tone; vary for emphasis.
o Speak slowly enough so you can be heard and so the message can be interpreted.
o Make sure you speak loudly enough so that everyone in your presentation area can hear you.
o Decrease or increase pitch to evoke emotion and excitement.
o Use a resonated tone or pause to create drama.

• **Learn** where you will pause and take breaths.
VISUAL TIPS

• **Practice** the art of using your facial expressions, hands, and body in a descriptive, natural, and comfortable manner to add punctuation and to stimulate audience attention.
  - Use smooth, well-timed, natural, convincing and spontaneous gestures to make messages more meaningful.
  - Move about the room and speak from different angles to stimulate the entire audience.
  - Step forward and backward, as well as laterally, to clarify and support your statements.
  - Keep your posture straight and your body facing the audience.
  - Engage the audience with good eye contact and a genuine smile.

• **Dress** conservatively, professionally, and comfortably.

• **Avoid** distracting mannerisms.

• **Let the audience** see your confidence, sincerity, and that you are enjoying yourself.