

Speaker Tips & Tricks

The Audience

When you know your audience and their needs, you are more likely to have a successful session. Understanding the who, what, and when can make the difference.

What Do They Want?

In a nutshell...practical knowledge presented in an interactive, memorable way. Give attendees ways to become more effective professionals. They want information that can be applied or tools that can be put to use. Job aides are always popular. Theory is useful only when session participants are shown how to use it.

When Do They Learn?

Learning is not a passive activity. Give yourself a break - let other people do the talking. Attendees learn best when they are doing, not when they are listening. Involve participants by using questions, exercises, and other activities.

Who attends?

The REALTOR® Recharge Conference & Expo in October boasts attendance of approximately 150-200 of the industry's most influential and qualified leaders. With residential specialists making up the majority, attendees include:

- Residential seller and buyer representatives
- Firm owners & managers
- Real estate specialties including appraisers, commercial, international -- both residential and commercial, land, property managers, resort/second home, and other market segments
- NOTE: A number of states have changed the licensing categories so using agent and broker may no longer indicate who the target audience is for a specific topic.

Speaker Suggestions:

- Practice your presentation and timing several times prior to the event.
- Stick to the scheduled time, start on time, don't end too early and NEVER end late.
- Share the objectives and stick to the objectives. Repeat the objectives at the end and ask if the participants feel they were met.
- Share the rules of the event up front. Bathroom breaks, cell phone/laptop use, etc.
- Keep the learning environment fun and upbeat. Make all feel welcome and important.
- Address ALL questions politely and kindly, even the frustrating ones.
- Tie the content to problems the participants or the industry might be experiencing that will be solved by knowing the material.
- Involve the participants in the learning – group exercises, open discussion, fun games.



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- Tell short and relevant stories or ask for short and relevant stories/experiences.
- Use visuals – PowerPoint slides with fun interesting images. Keep images consistent – ie: all cartoon images or all real photograph images.
- Manage rather than control the group.
- Quickly handle monopolizing or otherwise distracting participants without embarrassing them. Take a quick break if necessary and address on the break.
- Empower rather than enable – ask them what they think the answer is or where they might research that information.
- Use video and internet “field trips” whenever possible.
- Establish how and when questions can be asked and set expectations for tabling certain questions “to keep things moving”.
- Speak confidently and with authority.
- Use the 3-second Eye Contact Rule ... no more, no less. This shows genuine interest without causing discomfort.
- Avoid too much text or too many fonts in presentation slides.
- Plan and prepare for challenges and problems.