



World Waterpark Association

34th Annual Symposium & Trade Show

Paris Hotel, Las Vegas, Nevada – USA

Symposium: October 8-11, 2024

Trade Show: October 9-10, 2024

As you put your final touches on your presentations here are great tips for making your program a big success! Tips provided by one of WWA's Best Speakers and Education Committee member, Judith Leblein Josephs.

- **Remember the Golden Rule of Speaking**, "Tell them what they need to know, not all that you know!"
- **Be sure that your presentation reflects the program description**. You don't want to disappoint your audience.
- **Make your presentation as interactive as possible**. Get the audience involved and you will win them over.
- **Timing is everything**. Practice your program presentation and time yourself. Do a trial run with your family or staff to be sure that you haven't planned too much information for your time slot.
- **Try not to use too much industry jargon**. Avoid the alphabet soup of agencies and regulations. Not everyone in your audience may be familiar with the acronyms.
- **Focus on the audience** and not yourself.
- **Practice your speaking voice**. Read aloud to your friends or family. Get to know your volume control.
- **Stick to the things you know and believe**. Your passion will show through.
- **Start with a story, question, statistic or a statement on what you are going to cover**. This will get their attention.
- **Develop three to five main points** starting with the easiest, then the toughest.
- **Use a story to illustrate your points** and then review what you have covered.
- **End with a dramatic call to action or a challenge**.
- **Fill but don't overflow your timeslot**. One double spaced, typed page typically equals about two minutes.
- **No matter what, do not read from a script**. Use flash cards or border notes or your slides as prompts.
- **Find ways to make your presentation personal**.
- **A sense of humor helps, but don't tell jokes if you aren't a funny person**. Never say, 'here's the funniest story'. The story will never live up to the hype.
- **By all means keep it clean**. Watch your language. You don't want to alienate your audience.
- **Respect your audience's time**. Allow enough time for questions. Tell them when questions will be answered.
- **Be careful of ticks**. Jingling change, playing with your hair, biting your nails is distracting.
- **When answering questions**, listen carefully. Repeat the question. Think then answer.
- **Remember that we are recording most sessions**. It's important to use the microphone and repeat the questions for accuracy and the recordings.
- **Wear something comfortable**, but not too casual. Make sure water and tissues are nearby.
- **Turn off your cell phone (not just to silent or vibrate) or place it away from you**. A request from the audio visual company, turn it off or store it away from you while you are on mic. Devices can cause frequency interference, distortion, and feedback while you are speaking.