

## Therapeutic Touch Awareness Week Tips for Making Presentations

### 1. Start with 'why'

- Begin with why participants will want to learn TT – only when people know what's in it for them will they be fully engaged.
- Start with a question such as, "What causes you stress?" Follow with, "What are some positive ways people deal with stress?"
- When you then tell them one of the most common effects of TT is a relaxation response, you have their full attention. They will want to learn more about how it works, how a session is done, its history.

### 2. Tell stories

- People love stories – an authentic personal story or example is often more effective than a well-crafted speech.

### 3. Have an experiential component

- Especially true for online presentations - TT comes to life when it is experienced.
- At the very least have people experience their own energy field – think of those exercises we do in Level One.

### 4. Use visuals

- Have something for people to rest their eyes on while you speak.
- Not too many words on any one slide or graphic.
- Use components of the sample PowerPoint presentation in the members area of the TTNO website.

### 5. Prepare and practise, practise, practise

- Write a script and know it – find the sweet spot between having your script memorized and reading it word for word.
- Practise saying the words out loud – what looks good on paper does not always sound good aloud.
- Time yourself so your presentation is not too long or too short.
- Practise with a friend or two to build confidence.

### 6. Consider your background

- For online presentations – be certain the background of your screen shot is simple, uncluttered and not a distraction.

### 7. Use humour

- People love to laugh – it makes them feel relaxed and more open to new ideas.

### 8. Call to action

- Finish by telling people where they can learn more about TT.
  - o Show people where to find information about upcoming workshops.
  - o Suggest they visit the TTNO website.
  - o Direct them to their library for resources.
  - o Advise them of the materials available at Chapters/Indigo and Amazon.
  - o Caution against doing general online searches for TT – much of the material on YouTube is inaccurate.

### 9. Have fun

- If you are having a good time it will be contagious.