

## **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.