

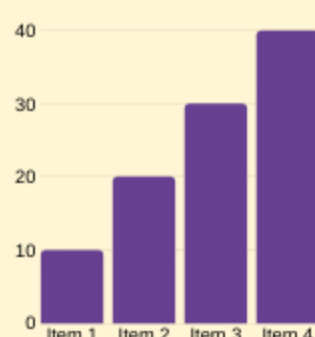
BENEFITS OF USING VISUAL SUPPORTS

IN PUBLIC SPEAKING

Visual aids comprise a wide variety of items:

handouts, slides, moving pictures, posters, models, objects, as well as charts and graphs!

All visual aids are meant to reinforce your main message!



IMPROVES BRAIN MEMORY



Research says that only 10 to 25 percent of your speech will be remembered without a visual aid! Learning is DOUBLED when pictures and graphics are used with text information!

IMPROVES SPEAKER CREDIBILITY

When an audience first sees a visual aid they are surprised; by the second aid, they decide that the speaker is prepared, by the third they view the speaker as trustworthy and authoritative!



AIDS IN SPEED COMPREHENSION AND ADDS INTEREST



The saying "A picture is worth a thousand words" is usually true. Without visual aids, your audience can suffer from information overloads, mistakes in reasoning, and a loss of interest!

PRO TIPS!

Don't let visual aids take over your presentation
Remember, the most powerful visual aid is you!

Talk to your audience rather than your aid

- Don't turn your back to the audience.

Concentrate on maintaining eye contact with the audience.
Display your visual aid only when you are ready to discuss it.