



How to Grab and Keep Audience Attention

Our brains are hardwired to pay attention to certain things and if you can learn to master using those things in presentations, your ability to keep an audience's attention will improve dramatically.

1. Ask a question.

You can ask a question that involves the audience, thus getting them to think about the topic.

2. State an impressive fact.

You can begin with a shocking, unusual or impressive fact.

3. Use motion

Whether we like it or not, we are drawn to motion. Perhaps it is a survival mechanism that causes us to be alert to objects moving around us, but we have to look at things that are moving.

4. Tell a story

Telling a personal story closely connected to the event is a great way to begin. People usually like to hear personal stories, as long as they are not too long.

5. Say a quotation

Quotes can add a colorful touch to the speaker's personal style.

6. Narrate a joke

Jokes are wonderful for relaxing the audience and setting a cheerful mood. Relaxed audiences tend to be more interactive. Comedy usually holds the attention of the onlookers.

7. Use noise variations

A loud noise will grab attention. An audience will even perk up when noises simply change.

8. Go into the audience

Presenters usually keep to the area in front, on the stage. This creates a comfort zone for many people in the audience. However, the speaker will be more memorable if he or she invades the audience. Often referencing people in the audience will keep their attention focused on the speaker.