

# **“Get Your Audiences Involved and Get More Business”**

presented by

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# **Understanding Today's Audience**

## **Demographic influences and considerations**

- **Cultural differences**
  
- **Diversity issues**

## **Audience needs and expectations**

- **Desire for practical information**
  
- **Greater demand for quality**
  
- **Desire to be entertained**
  
- **Short attention span**

**Audience attitudes, value systems, style differences, perceptual modalities**

## **Involving Through Seeing**

**Using visuals - low cost to high tech**

**Speaking as a performing art**

- **"Speaking business is show business" (Scott McKain)**
  
- **Using props, costumes, and theatrical techniques**
  
- **Staging techniques and themes**

## **Creating word pictures**

- **Visualization**
  
- **Storytelling**

## **Involving Through Doing**

### **Audience participation**

- **Immediate involvement techniques**
  
- **Sharing the spotlight (speaker-audience)**
  
- **Sharing with each other (pairs, small groups)**

### **Interacting with the audience**

- **Audience movement**
  
- **Walking into the audience**
  
- **Audience response systems (low tech, high tech)**
  
- **Signature giveaways**

## **Karen Lawson, PhD, CSP**

Dr. Karen Lawson is an international consultant, speaker, and author. As founder and president of Lawson Consulting Group, Inc., she has built a successful consulting firm specializing in organization and management development as well as executive coaching. She has extensive consulting and seminar experience in the areas of team development, communication, leadership, and quality service across a wide range of industries. Clients include a variety of prominent organizations from financial services, pharmaceutical, telecommunications, manufacturing, health care, government, and education. In her consulting work with Fortune 500 companies as well as small businesses, she uses her experience and knowledge of human interaction to help leaders at all levels make a difference in their organizations.

Karen is the author of 12 books: *The Art of Influencing*; *Improving On-the-Job Training and Coaching*; *Improving Performance Through Coaching*; *The Trainer's Handbook*; *Train-the-Trainer Facilitator's Guide*; *Involving Your Audience – Making It Active*; *Skill Builders: 50 Communication Activities*; *New Employee Orientation Training*; *Real-World Career Tactics for Women*; *Leadership Development Basics*; *Training During Tough Times*; *101 Ways to Make Training Active* (co-author). She has also written chapters for 15 different professional collections in addition to numerous articles in professional journals. In addition, she has created several assessment instruments and developed new, cutting-edge learning tools and delivery methods, including a 12-session professional development audio series for managers; web-based training programs; and teletraining courses.

She holds a Doctor of Philosophy degree in Adult and Organization Development from Temple University; a Master of Arts in English from the University of Akron; and a Bachelor of Arts from Mount Union College. She is also a graduate of the National School of Banking in Fairfield, CT. She is one of only 400 people worldwide to have earned the Certified Speaking Professional designation from the 4,000-member National Speakers Association. She has received numerous awards for her outstanding contribution to the training and speaking professions and was also named one of Pennsylvania's 2005 "Best 50 Women in Business" as well as one of the *Philadelphia Business Journal's* "Women of Distinction" for 2007.

She has been actively involved in professional organizations such as the National Speakers Association and the American Society for Training and Development, holding leadership positions at both the local and national levels. She is also an active member of the Union League of Philadelphia.

Karen is currently an adjunct professor at Arcadia University in their International MBA program and has served on the adjunct faculty for the University of Delaware, Saint Joseph's University, Villanova University, Cabrini College, Peirce College, Bucks County Community College, and Rochester Institute of Technology at both the graduate and undergraduate levels. She also teaches at The School of Management Development for the American Bankers Association. She has presented at several professional conferences in the United States and Europe.