

Delivering presentations — make the most of it

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As a lawyer, you may often be called upon to speak at an event because of your expertise. You may even be actively setting these events up yourself as one of your marketing tactics; or hosting seminars at your offices for potential clients. Are you making the most of your time and effort?

Are you making the most of these excellent marketing tactics to bring in more business? I mean, are you actually getting leads in exchange for all the time and effort you are putting into these events? If you are not, then you are not making the best investment of your time. Becoming effective at business development will always come back to return on investment, or your time. A couple of things to remember:

1. You are taking time away from your income earning hours.
2. You are sharing valuable information.
3. You deserve to attract leads.
4. You are in front of people in your target audience.

How to effectively get leads:

1. Arrive early to the event and greet people as they arrive. Strike up a conversation with them as to why they are attending and get their business card.

2. Near the end of your presentation offer to provide more information or the entire presentation on power point if they leave you their card.

3. Remain after the Presentation and make it clear to the audience that you are available for individual questions. Again, find Out something of value about this prospect, get their business card, and let them know you will be in touch.

Following up:

If you don't follow up, why bother going to the trouble of giving this presentation, taking the time to get the business cards, etc.?

How to follow up:

1. Within 24 hours send them a brief e-mail, something to the effect of 'Dear John, it was great to meet you at our "blah blah blah" seminar yesterday. You mentioned that you had an issue with blank. I might be able to help you with that; however I would like to learn more about your situation. Do you have time to meet for lunch next week?'

2. Depending on the reply, take them to lunch and find out everything you can about that person, and their business; or if they don't have time, suggest another alternative, perhaps going to their office.

3. No isn't no, it's "just not right now". That can be for many reasons which you



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***Giving a presentation
is a great way
of getting your name
out and generating
new business.***

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have no control over. One thing you do have control over is following up with people. People that are clearly qualified leads in your target audience that you have personally met while giving a presentation or even just attending an event. Keep in touch until such time as they do have a need and you are there to solve their problem.

How to make your presentation more engaging:

1. First, make sure the topic is of great interest to your target audience and attending would be of great value to them.

2. Start with a joke that will clearly resonate with your audience.

3. Don't be dull and boring, lighten up a bit.

4. Don't speak in legalese, make the content relevant and easy to follow and in laymen's terms.

5. Don't simply read your notes. Practice ahead of time so that most of your presentation is well-known and you are only looking at your notes for reference.

6. When using notes, always be looking out to the audience and keep that look until you are at the end of a thought or sentence. Also, don't look at the same people all the time; connect with as many people from as many areas of the room as possible. This will help to keep them engaged.

7. If you have trouble looking at people directly in the eye, look just slightly over their heads — they won't know the difference.

8. Hand out professional materials that have value; however, leave them wanting for more. Make sure your contact information is clearly included on these materials.

9. Try and have fun — the audience will see that.

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