

B7- Do More Than Inform: Best Practices for your Session

Fri May 3 2019, 9:00am–10:15am

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Outcomes

Before you give any presentation, ask yourself what your goals are.

Begin with “WHY.”

Do you want to encourage juniors to visit campus? Seniors to apply? To deposit?

You should also think about ways to connect with your audience, and what emotions you want them to feel. Do you want them to feel excited about particular opportunities on campus and abroad? Ease concerns about safety? Relate to a current student's journey?

The Top Six Presentation Styles for Admission Officers

As you're watching these six clips of presenters, think about the following:

- Which presentation style is closest to your own?
- Which presentation style is the most effective? The least effective?
- Is there another presentation style that you could build into your own sessions?

No one style is BEST, and multiple styles can be effective in getting the same outcome.

Visual Style: Your slides are clean, simple, and don't display statistics or complex graphs. You're the main focus of your session, but your slides complement what you're saying.

Example: Steve Jobs



Opportunities:

- A great way to inspire particular feelings and emotions
- Reinforce your statistics
- Your audience can engage with your presentation.
- Great for large sessions, the visuals typically resonate across demographics

Challenges:

- The images that you choose are very important. You want to make sure that they're being useful and not distracting your audience.
- Without many statistics on your slides, you won't have prompts to help you hit all of your key points.

Notes:

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Free Form Style: Your presentation involves improvisation, often includes memorable short stories, and feels like a conversation. The speaker is focused on relaying key messages to the audience.

Example: Sir Ken Robinson

Opportunities:

- A great way for your families to remember your key points
- A conversation style can put your families at ease
- You can change course easily if necessary do to the improvisation
- This is a great style for presenters with smaller sessions.

Challenges:

- You can get side-tracked and lose track of time
- Your key points can get lost in the weeds of your stories

Notes:

Instructor Style: Your presentation often includes complex concepts, graphs, and facts, making it feel more like a teacher's presentation. This is an effective way of covering a lot of content, and often people who aren't as comfortable public speaking will prefer this style.

Example: Al Gore



Opportunity:

- Your presentation displays your statistics for you - you can focus on your messaging
- A great way to ensure you stay on track throughout your session
- Great for new counselor learning new information in a short period of time

Challenge:

- Audiences could focus on your statistics instead of your key messages
- It's possible to overwhelm your audience with too many statistics and losing their interest

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Coach Style: This style deliberately involves listener interaction to make the audience feel involved and engaged with what is happening.

Example: Linda Edgecombe



Opportunity:

- Great for large crowds
- By having the audience participate, you're ensuring their engagement
- You can ask questions the audience might have and go ahead and answer them. This is a great way to pivot and drive your presentation forward.

Challenge:

- Can feel awkward if audience refuses to participate
- Requires a great deal of energy to engage the audience with this style, may be more taxing for introverts or those less comfortable with public speaking

Notes:



Storytelling Style: This style brings the messages you want to convey to life. Students may not remember all of your facts and figures, but they'll remember your stories.

Example: Jill Botle Taylor

Opportunity:

- Great to be used by current students, alumni, faculty, parents of students, and reps with their own personal stories about the university
- Stories about current students excite prospective students, and allows them to picture themselves on campus/ as a part of the campus community
- Hone in on emotions and draw on feelings

Challenge:

- If the story doesn't directly relate to a student, they may tune you out
- Staying on message
- Possible rambling if stories are not fine tuned

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Connector Style: A blend of other styles, the connector style often uses personal anecdotes and deliberately interacts with the audience to elicit feedback from them. This style often feels like a conversation.

Example: Connie Dieken



<p>Opportunity:</p> <ul style="list-style-type: none">- Great for small audiences- Shows a mastery of the content, and sense of comfort with the audience that effectively conveys the message and taps into emotion- Allows you to get feedback from the audience and truly ask them a question <p>Challenge:</p> <ul style="list-style-type: none">- You may experience the challenges of other styles in this style (personal anecdotes not resonating with the audience, getting side-tracked, etc.- May be difficult to connect with a diverse audience based on their varied experiences, backgrounds. On-campus large info sessions may not utilize this style as much	<p>Notes:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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Best Practices in Information Sessions:

Planning Considerations - Months/Weeks Ahead

- Factor the time of year into your information sessions (fall, spring, summer)
- Decide what is important for various audiences and where they are in their college process
 - freshmen and sophomores compared to juniors and seniors
 - prospects, applicants, admitted students
- Remember that you are bridging the gap between providing realistic guidelines for admissions, campus life, and academic experience. You want students to have the tools to make the right college selection based on academic, social and financial fit.
- Use notes from previous years to guide your planning, especially if you're in a new territory

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