

# HOW CENTER STAGE IMPROVES TECHNICAL CONFERENCES



Many conferences and client events exist to deliver highly technical information. Speakers at these events can learn to speak at a level appropriate for the listeners with high audience engagement, thus averting two of the most common complaints.

Understanding the concepts covered in Center Stage can help both speakers and organizers deliver excellent events.

## EXAMPLE

If PowerPoint slides could effectively convey the ideas a speaker at a technical conference needs to share, it seems logical that organizers would simply email the slides to the attendees and brush their hands off. Although slides are useful tools, successful communication requires a human being to provide context and perspective.

## CENTER STAGE TIP

Never make the presentation screen center stage. The speaker is the star and belongs center stage. The visual aids are bit players.