

# Presentation Secrets of Comedians and Stage Performers: The Advanced Presentation Workshop

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**Abstract.** Being a successful systems engineering often means being able to communicate your ideas in a clear, compelling way. This tutorial is designed to start you on the road from being a competent presenter to being a great presenter. Borrowing from great speakers, presenters and performers in the political, entertainment, motivation and inspiration domains, the tutorial will demonstrate and apply concrete new ways of developing yourself as a speaker. This session goes beyond the “imagine your audience in their underwear” and “talk to a spot on the back wall” kind of advice to present advanced techniques that can take you from being a good presenter to being a great one. Once over the universal fear of public speaking and able to speak and present competently, a presenter often slides into a rut, using the same presentation style and the same range of skills year after year. This session provides a kick-start into a new level of presenting and speaking. Twenty-five specific, workable techniques are offered for using humor, timing, movement, adding interest, commanding attention, being natural, dealing with presentation challenges and more. Techniques based in psychology, personality and philosophy are boiled down into practical methods you can use right away—no theater skills required! The speaker is a systems engineering, and has master's degrees in psychology and business.

## Biography

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Barclay Brown is the Global Solution Executive for Systems Engineering for IBM Rational and an Expert Systems Engineering Professional (ESEP). He is a former chief engineer in the Public Sector practice of IBM Global Business Services, where he was the lead systems engineer for some of IBM's largest development projects. In addition to his technical background, Barclay has a master's degree in psychology and is an accomplished public speaker, former member of the National Speakers Association and an amateur theatre, radio and TV broadcast talent. This led him to the study of the art and science of public speaking techniques, and this led to the development of some unique ideas about speaking, presenting, negotiating and job hunting. He presents seminars on these and other topics to IBM, industry and community audiences.