



WebRTC Con

Presenting Your Idea

赵加雨Rain

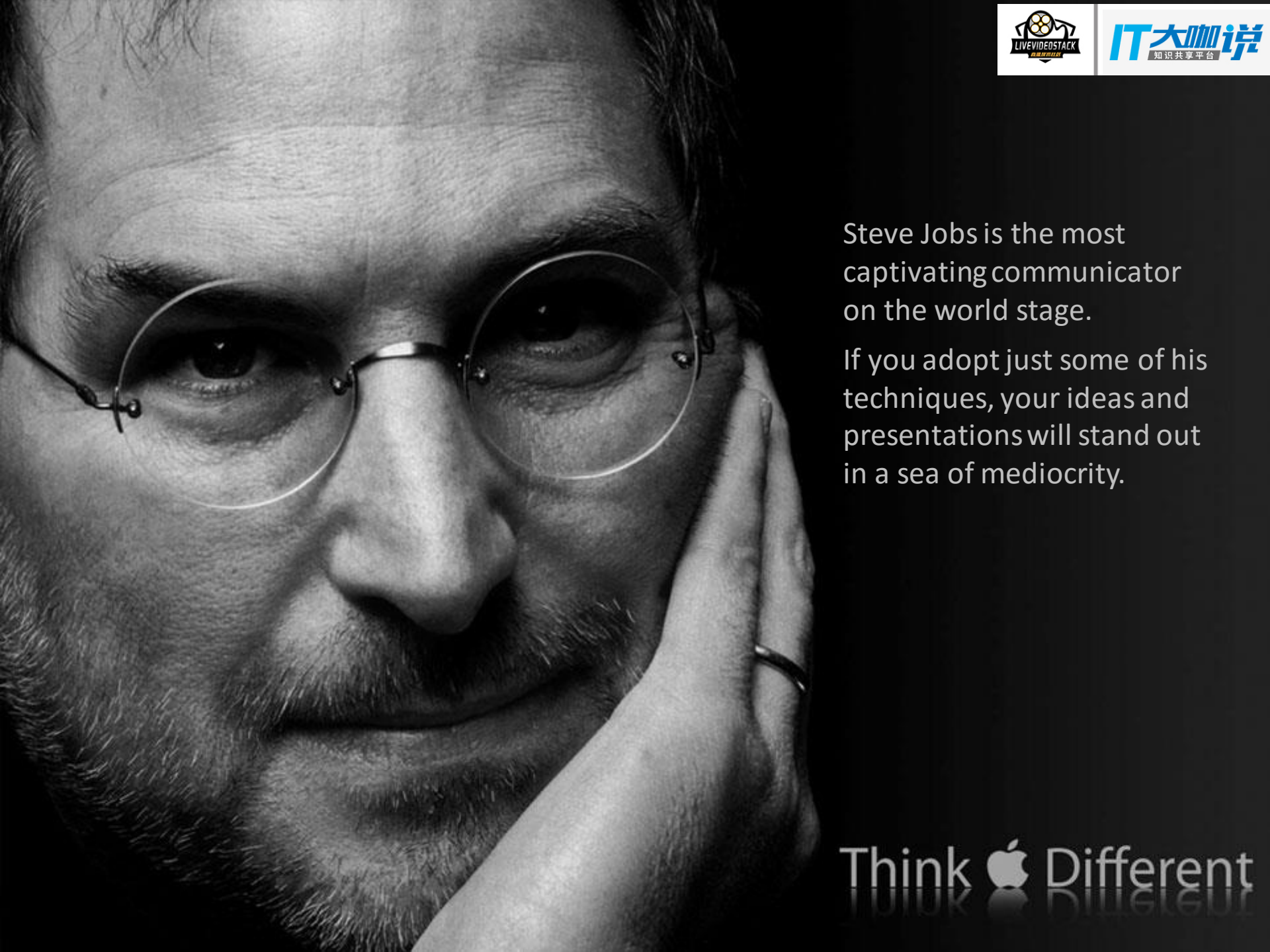
2018年4月22日



主办方：LiveVideoStack
— 音视频技术社区 —

谁是最好的演讲者？



A black and white close-up portrait of Steve Jobs. He is wearing his signature round glasses and has a slight smile. His hand is resting against his face, with a ring visible on his finger. The background is dark and out of focus.

Steve Jobs is the most
captivating communicator
on the world stage.

If you adopt just some of his
techniques, your ideas and
presentations will stand out
in a sea of mediocrity.

Think  Different

做好演讲的一些要点



1. Know your audience



2. Know your purpose



3. A good PPT



KISS原则 (Keep your sentences short and simple)



If information is presented orally, remember about 10% of the content 72 hours later. That figure goes up to 65% if you add a picture.

BIRD



10%



65%

4. Know exactly how to start



5. Engaging audience



如何吸引听众兴趣？



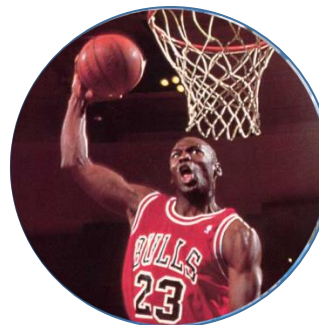
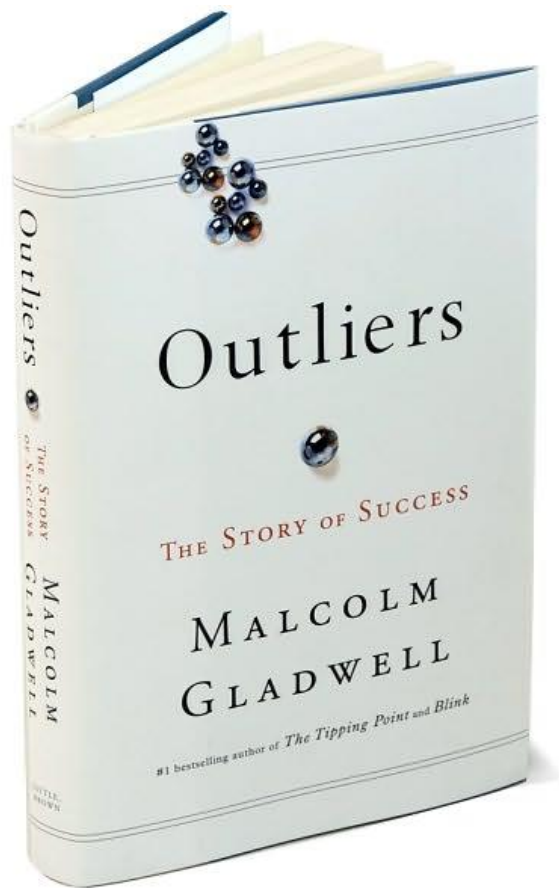
- 提问题
- 分享一段自己的经历
- 和当前的热点事件关联
- 讲故事



6. Rehearse



一万小时法则



《异类：不一样的成功启示录》

For two full days before a presentation, Jobs will practice the entire presentation, asking for feedback from product managers in the room. For 48 hours, all of his energy is directed at making the presentation the perfect embodiment of Apple's messages.

...s will
...ntial



- 看自己演讲的视频，只要录前5分钟即可



7. Be yourself



8. Finish strongly (Recap)



9. Control time



- **Visual, what is seen 55%**
 - 着装, 眼神交流, 面部表情, 站姿, 身体语言, 手势, 走动
- **Vocal, how it sounds 38%**
 - 音量, 语速, 抑扬顿挫, 有目的停顿, 关键信息的语气强调
- **Verbal, what is said 7%**
 - 开场, 内容, 结构, 要点



Thank You !

