

10 Tips for FNPS Speakers

It is important to be consistent with the FNPS mission. As a science-based organization, it is important that each message is well studied and supported by current science. You should also know your target audience and connect with them on issues important to them.

1. Know Your Message

You must know what your message is and be sure to get it across. An audience member may not ask you a question that directly addresses your issue. If you know your message, you should be able to take any question and answer it in a way that stresses the main points you would like to get across.

2. Stay on Message

Remember that speaking engagements are not regular conversations; they are an opportunity to get your message across to the public or your target audience. No matter what question is asked, reply but include one of the core messages.

3. Make it Interesting

You should know supporting facts, anecdotal stories, counter-arguments, and critical details. You should be able to carry a conversation on your issue that is worthwhile to your audience.

4. Keep Yourself Together

Do not drown your message by audience questions going on tangents, etc. Stay on message, always remain calm, rely on facts and stories to make your points, and focus on results of moving your message to your target audience.

5. Punt, Don't Bluff

Don't know an answer? Promise to get back with the specifics. Do not give false information.

6. The Facts

Work with the facts. You do not have to respond to hypothetical information or questions and uncertain facts that lack sources or documentation.

7. Clear and Concise

When you answer questions or discuss issues, use terms that are easily understood by your audience and/or give definitions of technical terminology.

8. Stay On Track

If your message becomes sidetracked, bring the discussion back to the point. Maintain composure and pause to recollect your thoughts to be sure you make your point.

9. Give Thanks!

Thank the audience and, **10. Show gratitude for their time.**