

## Keys to Communication

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Unlock Your Potential for Powerful Presentations

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SAF's Professional Floral Communicators - International

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Sharon McGukin AAF, AIFD, PFCE

*"Can you hear me now?"*

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Effective speakers *Speak Up!* to be heard:

- Have a Passion for their message / audience
  - Utilize Voice Power to connect with audience
  - Maintain Crowd Control for optimum results
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## Project a Stage Presence

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- Stand centered with equal weight on both feet
  - Keep elbows and knees at ease
  - Move across the stage with confidence
  - Maintain quiet dignity
  - Relax and concentrate on the audience
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## Three Keys to Professional Communication

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- Establish your professional brand
  - Prepare a presentation that sends a message
  - Connect with your audience
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## Three Components of a Great Speech

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- The speaker
  - The message
  - The audience
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## The Speaker

### Key #1 Establish your Professional Brand

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**Image** who you are when you're not there

**Style** how you present information

**Message** how you inspire your audience to action

**Billboard** what they see of you in passing

**Cocktail line** one-liner explaining what you do

**Blurb** small paragraph at the end of articles

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## For Example:

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### Cocktail line:

I am a f bral designer; I travel across the country presenting professional design programs to f brists.

### Great blurb:

Marie Ackerman has been speaking to audiences for more than 30 years and seeks to f nd the perfect one. If you f nd yourself in her audience, she requests that you be the one to start the applause.

## Define Your Goals

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- Who do you want to influence
- What action would you like them to take
- How you can inspire them to act

## Dress for Leadership

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- Professional attire reiterates your message
- Non-distracting solids or small patterns or stripes
- Appropriate for audience similar, but a little nicer
- Minimal accessories not too distracting
- Appropriate stage shoes attractive, but comfortable

## Utilize the Power of Your Voice

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**Articulation** the way we shape our sounds

**Pitch** highness or lowness of a voice; relax to lower the pitch

**Inflection** variance of tone or pitch; adds interest

**Projection** energy of voice produced in abdomen; portrays confidence

**Resonance** richness of your voice; avoid being nasal

## Respect Your Audience

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- Be prepared
- No offensive remarks
- Give them full value / time
- Don't talk down to them

Become one with the audience

"I Can See You Naked" Ron Hoff

## Be Politically Correct

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Be careful not to offend by avoiding:

- Race
- Religion
- Sex
- Politics

When in doubt – don't!

## Have an Attitude of Gratitude

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### Show appreciation

- For your talents no self depreciating talk
- To your audience they've invested their time in you
- To your sponsor they've invested their money

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## Working with an Interpreter

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### In advance

- Agree on plan of presentation
- Make a list of information bites for full material
- Select one concept per design to discuss
- Set up a method for questions

Demonstrate on stage if possible  
Show appreciation for your interpreter

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## The Message

### Key # 2 Define the Mission of Your Message

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#### What makes a presentation powerful?

- Answers a need in the marketplace
- Provides information appropriate to the audience
- Inspires the audience to take action

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## Organize your Presentation in Advance

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### Do your homework!

- Inquire about your audience
- Research your subject
- Create a customized plan
- Develop materials

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## Microphones

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### Request appropriate one in advance

#### Stationary

- Handheld
- Cordless Handheld
- Lapel Lavalier

Test from stage before audience arrives

Be sure to remove at lunch and breaks!

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## Focus on the Needs of the Audience

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Envision the end result: only 10% of message will be remembered

- Plant a seed share an idea
- Nurture that seed give them food for thought
- Watch it grow see their thinking expand

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## “What Will They Care About?”

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- Consider the position of the audience
- State benefits in first few minutes
- Acknowledge any issue of difference
- Find something to agree on

## The Opening

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- Stand still at the opening
- The eye is attracted to movement
- You want them listening not watching
- Then move to punctuate the O’s ending

## First Impressions

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“You never get a second chance to make a first impression.” Frankie Shelton

The audience will scan every personal detail about you in the first 90 seconds. Plan that time carefully.

Come out punching. Psychologists have proven that the first 30 seconds and the last 30 seconds have the most impact. Do not start by thanking the audience.  
Patricia Fripp

## Create the Basic Format of Your Presentation

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- Define the mission in the opening
- Develop an outline
- Highlight three key points
- Personalize ideas with humor or stories
- Summarize in the closing

## Develop Your Point in Three Steps

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- Make the Point define a situation
- Expand the Point suggest ways to deal with it
- Wrap up the Point inspire them to take action

Tell 'em what 'cha gonna tell 'em;  
Tell 'em what;  
Then, tell 'em what 'cha told 'em!  
*Secrets of Successful Speakers*  
El Roman

## Create a Plan that Captures Interest

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- Open with “Wow”
- Deliver the “How”
- Close on “Now”

## Open with “Wow”

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- Use the hook
- Set the stage
- Create a visual

## Deliver the “How”

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- Hit three major points
- Tell the story
- Plant “memory seeds”

## Close on “Now”

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- Summary
- Call to action
- Thanks

## In the Closing

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- “Bookend” by finishing the thought of your opening illustration in the closing summary
- Completes your point
- Creates a memory

## The Audience Key # 3 Make a Connection

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- Build rapport *harmonious connection; in sync*
- Exchange energy *with the audience*
- Set the pace *from stage*

## Consider how you communicate

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- What you say
- How you say it
- What the audience hears you say

Are all three elements the same?  
How can you make the connection?

## Create a Conducive Environment

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- Placement of audience
- Staging
- Sound
- Lighting
- Stage crew
- Minimal disruptions

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## Establish your Worth with the Introduction

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- Who you are
- What you know
- Why your information is important to them

Provide long & short written introductions

Sound out difficult names

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## Develop Rapport with the Audience

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- Meet and Greet as many as possible
- Find a Common Interest
- Use words to convey Visual Images
- Listen with your eyes while they listen with their ears

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## Set the Pace from Stage

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- Mimic the energy of the crowd
- Pace the information to time restriction
- Speed up or slow down by audience reaction

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## Maintain Eye Contact

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Look directly at individuals in the audience

- Nonverbal connection 3-5 seconds per person
- Reciprocal energy give and take with audience
- Read body language to evaluate their interest

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## Watch for Body Language Clues

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- Sitting forward in chair
- Sitting back in chair
- Arms crossed
- Restless
- Snoring / Talking
- Leaving

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## Emphasize Major Points

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- Memory markers quotes, stories
- Pauses time to digest information
- Supporting information facts, figures

## Incorporate a Pause

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- Utilize a pause for emphasis
- Allows the message to sink in
- Helps to slow the pace of delivery
- Gives the speaker time to regroup thoughts
- Can be used to quiet the audience

## Be the Catalyst of Change

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Audiences don't learn while you are talking, they learn while they are thinking. Give long quiet pauses for them to reflect.

Secrets of Superstar Speakers

## Interact with the Audience

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Personal Stories give them something to relate to  
Volunteer participants include them via peers  
Questions create electrical pulse to and from stage  
Giveaways / Door prizes reward their attentiveness

## Winning Applause

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If you need applause to heighten your energy

- Be entertaining
- Ask for applause for your assistants
- Ask questions that elicit positive response
- Applaud the audience

Dost thou wish to be applauded? Applaud another.  
St John Chrysostom, C.A.D. 388

## Interject Humor

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- Personal stories are better than jokes
- Relaxing to both the audience and presenter
- Can be used to cover interruptions
- When in doubt, leave it out!

Give time for the laugh. Deliver, pause.

## Avoid information Overload

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- Determine your main points stick to them
- Limit excess facts and figures graphs, etc.
- Don't add fluff only provide content

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## Maintain Crowd Control

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### Chatterers

- Make eye contact with listeners
- Be silent at front of stage quietly, wait for group attention
- Top 10% will quiet the group

### Hecklers

- Ignore or direct attention to them
- Redirect the energy move to opposite side
- Connect with them via eye contact or speaking personally

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## *"What are They Thinking?"*

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- If losing audience concentration to a distraction, state the obvious in a humorous way to remove the distraction
- Ask questions to "catch their drift"
- Ask rhetorical questions to inspire thought

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## Deal with Stage Fright in Advance

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- Share vs. Shine realize it's not about you
- Prepare your material do your homework
- Prepare the room for optimum results
- Visualize success the end result
- Talk with audience members in advance
- Give up the desire to be perfect blocks energy

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## Develop your confidence

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Memorize your opening and closing by heart lets you start and end fluently, connecting with your audience when you are most nervous.

Patricia Fripp

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## Utilize the Speaker's Old Adage

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Always leave the crowd wanting more!

- Provide a handout
- Give a suggested reading list
- Offer your contact info
- Suggest future programs of interest
- Create a quote sheet for press

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## Credit Your Resources

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SAF Commentary Class

AFS Commentary Seminar / Handbook

Ackerman, Marie. *Ten Things I wish I'd known before I stood in front of an audience*. Telebra.

Hoff, Ron. "I Can See You Naked". Andrews and McMeel. 1992.

Fripp, Patricia. *The Best of Fripp*. Tape Collection.

Linver, Sandy. *Speak Easy*. Simon & Schuster. 1978.

Walters, Lilly. *Secrets of Successful Speakers*. McGraw Hill. 1993.

Walters, Lilly. *Secrets of Superstar Speakers*. McGraw Hill. 2000.

## Handle Post-Event Details

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- Review evaluations
- Ask for referrals
- Send thank-you notes
- If possible, watch yourself on video
- Ask for the honest critique of a friend

## Market Your Skills and Services

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- Identify your potential audience
- Develop a PR kit
- Build a network of peers
- Join associations
- Write for publications

## Build a Public Relations Kit

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- Bio
- Photo
- Web site info
- CD of presentations
- Audience Questionnaire
- Audience Evaluation
- List of Referrals

## In Summary

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Remember the Keys to Professional Communication

- Establish your professional brand
- Prepare a presentation that sends a message
- Connect with your audience

## Professional Words of Advice

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What do other PFCI Members have to say about speaking?

## Seek new experiences

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"Increasing your vocabulary is more than memorizing words. You also need to expand your experiences. Generally the more experiences you have the greater your vocabulary is."

Lena Malouf AIFD PFCI

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## Increase your vocabulary

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"Read industry publications – scanning them for new terms. I write them down along with their meanings and try to incorporate them at my next show."

Rich Salvaggio AAF AIFD PFCI

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## Drink Water on Event Days

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"During commentating, drink only room temperature water. This is best for your vocal cords and throat. Stay clear of milk, carbonated soft drinks, coffee and alcohol."

Ardith Beveridge AAF AIFD PFCI

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## Preparation

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"First find out who they are and then tailor your presentation to them."

Joey Schwanke AAF PFCI

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## Timing

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"Pacing the timing of a panel show is sometimes difficult. Count the number of completed designs before going on stage. Make a mental note of who is producing what. At breaks check on how many are left. This avoids the crunch at the end."

Kevin Yivisaker AAF AIFD PFCI

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## Take a deep breath

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"Take a deep breath before you walk on, start talking as you exhale!"

Kirk Pamper AIFD PFCI

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## Opening

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"Tell them ... right away ... what's in it (the program) ... for them."

Frankie Shelton AAF AFD PFCI

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## Set the stage

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"I use music to set the stage for openings and closings. Lively music for the start and smooth music for the big finish."

Mary Lee Evans AAF AFD PFCI

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## Think positive

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"Think only positive thoughts. Never ever allow a negative into your head."

Frank Brice AFD PFCI

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## Rapport

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"Speak to the audience as equals. Be friendly, approachable and work to break down any barriers that may exist."

Alan Parkhurst AFD PFCI

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## Memory Markers

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"I tell a story that the audience can relate to and then wrap it into the subject of the program. "

Lynn Lary McLean AAF AFD PFCI

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## Questions

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"I always thank the person who asks me a question. I believe this encourages others who might be sitting there thinking about asking a question to do so."

J Schwanke AAF AFD PFCI

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## Rhetorical Questions

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"I always ask them rhetorical questions... gets them thinking deeper than just listening."

AAF AIFD PFCI

William Santos

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## Solutions

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"I encourage them to ask a question. When they do, I ask other audience members for solutions. People love to participate if they are encouraged."

Kathi Thomas AIFD PFCI

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## Appreciation

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"Thank the audience for their attention at the show's end. Their time is precious - let them know you appreciate their respect."

Richard Seaboldt AAF AIFD PFCI

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## Closing

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" Closings should leave them with a challenge - something to change or something to do. There are many great books out there for ideas on how to do this."

Richard Miteer AAF AIFD PFCI

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## Net work

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Surround yourself with successful people!

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## Steps to PFCI Membership

**PFCI**  
PROFESSIONAL  
FLORAL  
COMMUNICATORS  
INTERNATIONAL



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## PFCI Board of Trustees - 2008

- **Joyce Mason-Monheim**, AIFD, PFCI  
*Chairman*  
Tucson, Ariz.
- **Vince Butera**, AIFD, PFCI  
Butera the Florist  
York, Penn.



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## PFCI Board of Trustees - 2008

- **Deborah De La Flor**, AIFD, PFCI  
De La Flor Gardens  
Cooper City, Fla.
- **Jerome Raska**, AAF, AIFD, PFCI, CAFA, MCF  
Blumz by...JR  
Designs  
Ferndale, Mich.



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## PFCI Board of Trustees - 2008

- **Sherry Reinking**, AAF, AIFD, PFCI  
Armstrong Flowers, Inc.  
Ft. Wayne, Ind.
- **Tina Stoecker**, AIFD, PFCI  
Design of the Times  
Florist, Inc.  
Melbourne, Fla.



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## New PFCI Members

- **Loann Burke**, AIFD, PFCI  
Furst the Florist, Inc.  
Dayton, Ohio
- **Coby Neal**, AIFD, PFCI  
The Flower Studio  
Austin, Texas



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## What is PFCI?

- Professional Floral Communicators - International
- PFCI is a committee of the Society of American Florists (SAF)

### Join the PFCI Ranks

Marie Ackerman  
Ardith Beveridge  
Sylvia Bird  
Tom Bowling  
Wanda Brady  
Frank Brice  
Steve Brickner  
Lee Burcher  
Loann Burke  
Vince Butera

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## What is SAF?

- SAF is the association that provides
    - Marketing
    - Government Advocacy
    - Industry Intelligence
    - Best Practices Information
- for all participants in the U.S. floral industry.

### Join the PFCI Ranks

Carol Caggiano  
Jeff Corbin  
Carmen Cosentino  
Deborah De La Flor  
James DelPrince  
Bobbi Ecker  
Mark Erickson  
Mary Lee Evans  
Tim Farrell  
Walter Fedyszyn

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## PFCI Mission Statement

- To be the superior industry resource for the communication of professional floral education.

### Join the PFCI Ranks

Diana Ferich  
Angela Freeman  
Ron Gilbertson  
Robert Gordon  
William Graham  
Lisa Greene  
David Hale  
Bob Hampton  
Wilton Hardy  
Marlin Hargrove

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## PFCI Strategic Directives

- To recruit and retain quality communicators.
- To effectively promote the branding of PFCI as the Professional educational resource.
- To organize and distribute floral education.

### Join the PFCI Ranks

Cathy Hillen Rulloda  
William Hixson  
Mary Linda Horn  
Tony Huffman  
D. Wayne Jones  
John Klingel  
Damien Koh  
Suzie Kostick  
Arliss Krieger  
Lynn Lary McLean  
Jason McCollum

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## PFCI Member Benefits

- PFCI credentials reflect professional expertise and industry commitment.
- Recognition as a leader in communication excellence.

### Join the PFCI Ranks

L. Lynne Moss  
Carmen Nelson  
Sylvia Nichols  
Ralph Null  
Michael O'Neill  
Alan Parkhurst  
Darla Pawlak  
Kathleen Petz  
Don Pfannenstiel  
Rose Phillips

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## PFCI Member Benefits

- Access to a network of professionals and resource materials.
- Listing in the PFCI Membership Directory gives you exposure to groups looking for speakers.

### Join the PFCI Ranks

Rocky Pollitz  
Ian Prosser  
Jerome Raska  
Sharon Reinking  
Teresa Riddle  
Phillip Rulloda  
Richard Salvaggio  
D. Damon Samuel  
Bill Schaffer  
W. Kurt Schroeder

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## PFCI Member Benefits

- Promotions

### Join the PFCI Ranks

Joey Schwanke  
J Schwanke  
Richard Seibold  
Frankie Shelton  
David Shover  
Janet Simpson  
Michael Skaff  
Pam Smith  
Tina Stoecker  
Margo Sutter

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## PFCI Member Benefits

- Promotions

### Join the PFCI Ranks

Kathleen Thomas  
Brian Vetter  
Lisa Weddel  
Dean White  
Susan Wilke  
Julie Wilkinson  
James Wright  
Robbin Yelverton  
Kevin Ylvisaker

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## PFCI Educational Programs

- Seminars
  - Keys to Communication
  - Professional Lifesaving Lessons
  - Speaking the Language of Sales & Service
  - Bridal Sense, Scents & Cents
  - Creating Brand You
  - Thinking On Your Feet / SpeakEasy
  - Verbal, Visual Vocal
- Annual Events
  - Sylvania Cup Design Competition
  - Premier Product Showcase

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## Sylvia Cup Design Competition

- Celebrating its 41<sup>st</sup> anniversary, the Sylvia Cup is the longest running, annual, live, national floral design competition in the industry.
- Sponsored by: Eufhoria Flowers
- Prize-money provided by: Smithers-Oasis



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## Sylvia Cup Design Competition

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| <ul style="list-style-type: none"> <li>■ Grand Prize Winner                             <ul style="list-style-type: none"> <li>■ \$2,500</li> <li>■ The Sylvia Cup -- an engraved, silver trophy</li> <li>■ Honored during the Awards Dinner at SAF Palm Beach 2008</li> <li>■ Complimentary registration to SAF Phoenix 2009</li> <li>■ Industry and local publicity</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>■ 2 Honorable Mention Winners                             <ul style="list-style-type: none"> <li>■ \$250</li> <li>■ A plaque</li> <li>■ Honored during the Awards Dinner at SAF Palm Beach 2008</li> <li>■ Industry and local publicity</li> </ul> </li> </ul> |
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## Sylvia Cup Design Competition



- Winner 2007 -- Ian Prosser, AAF, AIFD, PFCI, NDSF
- Winner 2006 -- Conrad Quijas, AIFD
- Winner 2005 -- Alex Torres, AIFD
- Winner 2004 -- Lee Burcher, AIFD, PFCI

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## Sylvia Cup Design Competition

- Thursday, September 18, 2008
- SAF Palm Beach 2008  
SAF's 124th Annual Convention  
The Breakers  
Palm Beach, Florida



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## Premier Product Showcase



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## Tommy Bright Award

- Honors a PFCI member for lifetime achievement in floral presentation.
- Presented during the SAF Convention
- Named after Ethel "Tommy" Bright whose motto "*Learn More, Teach Others*" embraces PFCI's objectives.

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## Tommy Bright Award Recipients

- 2006 - Kirk Pamper, AAF, AIFD, PFCI
- 2004 - Phillip M. Rulloda, AAF, AIFD, PFCI
- 2003 - LaVon Bankhead, AAF, AIFD, PFCI, TMFA
- 2003 - Jo Ellen (Joey) Schwanke, AAF, NAFFD, PFCI
- 2002 - Marie N. Ackerman, AAF, AIFD, PFCI
- 2001 - Gary Brewer, AAF, AIFD, PFCI
- 2001 - Ralph Null, AAF, AIFD, PFCI
- 2000 - Richard L. Milteer, AAF, AIFD, PFCI

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## PFCI Application Criteria

- SAF member
- 5-years industry experience
- Industry recognition
- Leadership experience
- Membership in organizations
- Presentation/Publication
- Video Presentation

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## Presentation/Publication Experience = 40 Points

- 3 Points
  - National presentations
    - SAF Pest Management Conference
    - AIFD National Symposium
    - FTD Convention
    - WF&FSA Convention
    - Garden Club of America
    - Authoring or co-authoring an industry text

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## Presentation/Publication Experience = 40 Points

- 2 Points
  - Regional/state presentations
  - Regional or state florist association convention

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## Presentation/Publication Experience = 40 Points

- 1 Point
  - Local presentations
    - Wholesale show
    - Garden clubs
    - Rotary clubs
  - Authoring a national trade publication article
    - Floral Management
    - Floral and Nursery Times
    - Florists' Review
    - Flowers&
    - FTD Newsletter
    - Flora

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## Video Presentation = 50 Points

- Must be in English
- Show individualism
- May be edited from the same event, but not mixed with other events
- 30 minutes maximum
- Show an opening and a closing, and three major points

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## Video Presentation = 50 Points

- Clear, articulate speech
  - Enunciation, modulation, voice control
- Professionalism
  - Continuity to concepts, proper attire, focus, accuracy of information, represents sponsor
- Proper Vocabulary
  - Variety of verbiage, knowledge of product, proper product identification

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## Video Presentation = 50 Points

- Stage Presence
  - Eye contact, body language, audience rapport, use of microphone
- Speech Outline
  - Presentation includes an opening and a closing, and covers three major points such as tips on:
    - Care & handling
    - Business practices
    - Design principles or elements
    - Decorating trends

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## Apply for PFCI Membership

- Application Deadline: January 30, 2009
- For induction during SAF Phoenix 2009 at the Sheraton Wild Horse Pass

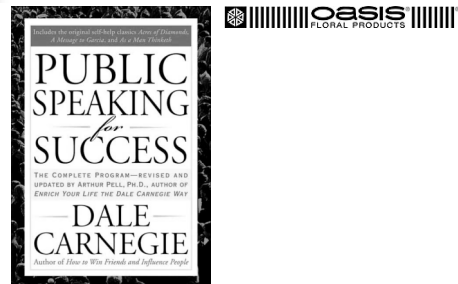
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## PFCI Information

- [www.safnow.org/pfci](http://www.safnow.org/pfci)
- [PFCI@safnow.org](mailto:PFCI@safnow.org)
- (800) 336-4743
- Fax (703) 836-8705
- SAF  
Attn: PFCI  
1601 Duke Street  
Alexandria, VA 22314

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## Thank You Smithers-Oasis



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