



Know your audience

In our examples, generally there are two types, you are either delivering a talk about the St. John Eye Hospital to an audience of Knights Templar, or you are not! You may find that you are asked to give a talk to a WI Group, a local society or to a Lodge or Chapter. The techniques will be pretty much the same, though you may feel differently about it when you stand there. There are pros and cons to each.

Knights Templar

1. You may think that they already know more than you do!
2. They are already likely to be interested and may have already been to the hospital
3. They already have a degree of understanding about the relationship between KT & SJEHG.
4. You think they already know what you are going to say.
5. They want to know more!

A local group

1. They don't have any background knowledge to put the Knights Templar involvement into context.
2. You have to do more explaining as there isn't any assumed understanding of the relationship.
3. They have absolutely no idea at all what you are going to say next.
4. They are very interested in what they do and how they go about doing it.
5. They want to know more!

Primarily, **WHO** you are talking to generally has an effect on **WHAT** you are going to say, mainly because of the levels of their previous knowledge. You therefore need to put together a short list of '*items*' (call them what you will), that are effectively the points you need to mention (and in the correct order) so that your audience understands what you are telling them. Assuming "No Knowledge" at all has its place, but starting with that idea when you are within your Preceptory can quickly lead to a few bored faces.

The length of the 'item' list will also depend on how long you have to speak for and how much you need to cover. An example of the differences can be found overleaf.



Presenting - Pointers

Know your audience

Suggested 'items' to bear in mind depending on your audience (You don't need to include them all) and swap from one column to another.

Knights Templar

Welcome and Introduction

What the talk is about
Impact / 10x more likely...

Introduction of the relationship
KT and SJEHG / 100 years+

What SJEHG is 'statement'
...Charitable Provider of Eye Care...

Background to causes
1 to 5 / Contributing Factors

What SJEHG does every day
Services and hospitals

SJEHG Aims and Mission

How KT helps in this
Swifts / KOVB / Alms

What your KT donations achieve
New wards / Sponsorship / Shopping List

'Real World'
*Case studies / F&F statistics / Profiles /
Experiences on Pilgrimage
Next opportunity to visit*

What's next

A local group

Welcome and Introduction
Who you are / KT and Freemasonry

What the talk is about
Impact / 10x more likely,,,

KT History in the Holy Land
Short / Hospital est. 1,000 years ago

SJEHG set up 140 years ago
Still relevant today

What SJEHG is 'statement'
...Charitable Provider of Eye Care...

Background to causes
1 to 5 / Contributing Factors

What SJEHG does every day
Services and hospitals

SJEHG Aims and Mission

What donations achieve
New wards / Sponsorship / Shopping List

'Real World'
*Case studies / F&F statistics / Profiles /
Experiences on Pilgrimage*

What's next

Palestine and Israel can be a contentious area, do not be side-tracked into political discussion. We tend to use The Holy Land as a collective term. Be considerate and aware of what you are saying, and how it may be construed by your audience.



Some of these items take just moments and are simply mentioned, others require a little more time. There is always a place in the heart of the talk where you have the **'Real World'** moment. This is where you outline details that help explain the reason for the talk, or you illustrate your point with actual examples.

Your own preferences, experience and enthusiasm will drive this, so choose something you prefer. You may find that you prefer to talk about people, the human story and so you can make use of Case Studies, or you may prefer to highlight the number of operations carried out, or patients seen, perhaps the value of the Outreach team, the causes of blindness and the contributing factors or just the scale of the problem in the Holy Land. Know the knowledge of your audience as best you can, adjust your content accordingly and don't overwhelm them with unnecessary information, just because you know it!

Speaking with enthusiasm and passion about an area that you are interested in is always the most effective. You can always cover other areas next time!



Remember:

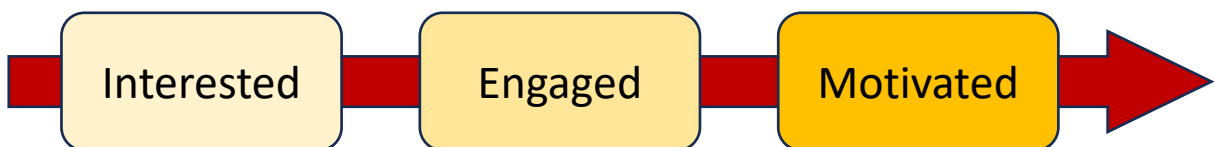
- Know the name of the Eminent Preceptor, Master, host or the person who introduced you. **Remember to thank them – at the start!**
- **Get the dress code right** – check what is expected and wear it accordingly. It may be smart casual, suit or even regalia if KT
- if you are adding in a talk about KT and they would like you to bring along **regalia** or swords and they are not normally part of that meeting, then get the necessary permissions, it will add interest and engagement.
- **Understand their briefing** to you. Offer them what they came to hear! Concentrate on what they have asked, not what you feel like telling them.



Remember:

- **Engage** with your audience. Feel free to ask questions and wait for a response. “How many have been to the Holy Land?” Has anyone been to the Eye Hospital before?” Ask if you are going too fast and make sure that they can all hear you.
- Audiences like to feel they **know where they are**. Start by telling them what you are going to talk about. Then tell them it. At the end, summarise by telling them what you have said.
- If you have ever felt disconnected with a speaker, ask yourself **WHY?** Could the speaker have done anything about it, if so – **DO IT** if you feel it is happening to you!

What you want from your audience will change over the course of the presentation. First you want them to be interested, then engaged and towards the end, motivated.



It can be a little harder to know your audience if you are speaking to a new group of individuals, or even to a group that you are not a member of. You have been invited to go along and speak about KT and the Eye Hospital as a ‘Subject of Interest’ for their members. Friends, partners and associates may well be a member and they regularly have a ‘Guest Speaker’ and they have now asked you. Don’t feel daunted, they have asked you because they are already interested. That’s the start sorted!

Taking questions depends largely on you and your presenting style. Taking questions throughout encourages engagement but you need to maintain your track. Taking questions at the end can mean that you lose that last – drop mike moment you were perhaps hoping for. When it comes to the end – work out how you want your audience to feel when you finish. perhaps uplifted, inquisitive, motivated or charitable or at least not angry! Remember to say **THANK YOU**.