



## What to say

### Understand what you want to achieve

Are you giving a history of the Eye Hospital? Are you looking to explain the relationship between Great Priory and the Eye Hospital? Are you looking to raise funds? Or are you trying to raise awareness of their current work?

There are many ways of wording whichever approach you take, but there are two main questions that you need to ask yourself right from the off:



The advantage of setting these out from the start, means that you shouldn't get sidetracked when you start to put down the items you want to cover as well as the information – stories, statistics, memories etc.

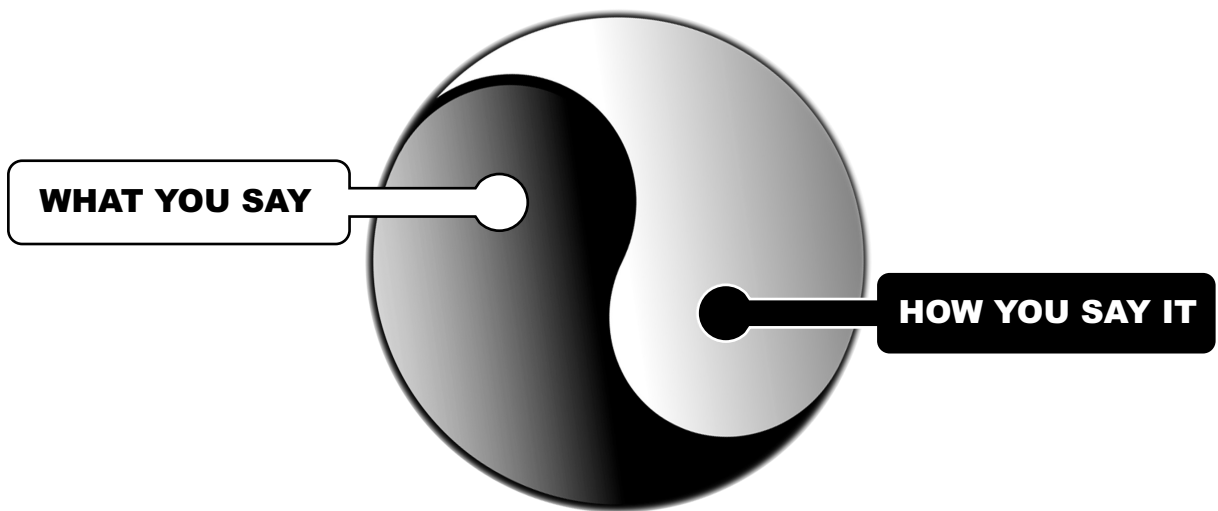
**The most common problem is trying to always include your favourite story or statistic, no matter the message. That may well be OK – providing it is relevant. If it isn't **DON'T** start to change the content around just so you can make it fit – you will have moved away from your core message.**

**Leave it out, find another. Less is be more.**



### Frame your talk.

There is no way you can give a good talk unless you have something worth talking about. Fortunately, you have. Framing it so that it keeps this meaning when you deliver it to your audience is key. The right content is the first half of the structure.



Your knowledge of the SJEHG has been acquired over a period of time – a journey where you have added new pieces continuously. The framing then becomes how you take your audience on their own journey - the hard part can be deciding where to start and where to end. Only then can you decide what to include.

The other Presenting Topics : **'Know your audience'**, **'Get the timing right'** and **'Preparation is key'** together will ensure that you have selected the content you want to include for your audience for this talk.

### Getting started.

You know the message you want to get across and you can't hide the fact that the opening is important. There are many different strategies depending on you and how you feel about delivering them. They are varied, so you need to pick something that suits your personality, your audience and most importantly your style.

However you begin, you need to ensure that it fits in as the presentation goes on.



### Various opening points to consider.

Below are a number of ideas or areas to consider. Some will suit, others less so and some will simply be useful to bear in mind.

#### 1. Listen to the introduction

You are likely to be introduced so there are a few minutes where somebody else introduces you and the subject that you are going to talk about. **Listen**, it is very useful to know what your audience has been briefed with regard to you and your subject! It won't be the first time that a speaker has stood there and listened to an introduction that has absolutely no bearing on what they have prepared. Make sure your introducer has your words regarding the topic you are to deliver. If not, you may need to correct this as soon as you start!

#### 2. Get on "stage"

**START STRONG.** Before you begin with that attention grabbing opener, consider your body language. If you show up with a hunched back, speaking softly, looking down at your notes with no body movement, it makes for a difficult start.

You don't have to start like a comedian walking on to a stage through clouds of smoke to tremendous applause shouting – "*Hello London!*"

Just be confident, walk swiftly to where you are going to deliver the talk from, look at your audience, smile. Look engaged, move your hands a little, maintain eye contact: they will all help to get you in front of an audience that is now keen to listen. You can always add, "*Good Evening*", a little louder than you talk normally.

#### 3. Open with a Thank you.

It can become a little formal and may not be used at the very start of your talk, but remember at some point early on to thank the audience for coming along and giving you the opportunity to speak. Don't forget to thank whoever organised or suggested it.



#### 4. The attention grabbing opener

You are already passionate about your subject, you now want to get your audience engaged so that they give you a fair hearing. Your opener will depend on how you have constructed your talk, so pick something relevant.

##### A dynamic statistic

If you are emphasising the scale of the work the Eye Hospital manages, then you can begin with:

**“Last year alone, the SJEHG reached 148,876 patients”**  
(2022)

**“6,900 operations were carried out in 2022 by the SJEHG”**

**“13,000 patients were able to be screened by the Mobile Outreach team and 70% of these were women or children”** (2022)

If you are mentioning practical difficulties faced in the Holy Land and/or Gaza, a longer statement may be helpful:

**“Poor access to eye care remains one of the top 5 contributing factors to blindness and 45% of patients and companions in Gaza are delayed or denied access to treatment outside of their area, yet the Gaza Hospital treated 39,000 outpatients and performed over 2,900 major operations in 2022. It has just 45 staff.”**

The order of magnitude of the task is the sort of information that can add punch at the start or end of the talk:

**“Palestinians are 10 times more likely to go blind than in the west, yet 80% of blindness in this region is curable.”**



### **Tell a joke or start with a provocative statement**

Although always considered ways to kick start a talk, they can be particularly tricky depending on your own ability and confidence. Because of the subject matter and situation, you need to be **VERY AWARE** of your audience as your talk might impact on people's individual experiences and bear in mind there are political and religious issues. Although a provocative statement may be a way of grabbing attention, in these circumstances, it may be best avoided.

### **People love a story**

This as basic as an idea gets. Storytelling is a wonderful narrative. This is often used best when the example of a patient that was treated can be retold. London Support has a number of Case Studies that can be drawn on for this purpose. Similarly, there are profiles of staff members that have backgrounds that may be of interest as examples of dedication through generations.

## **Keeping their attention**

The opening statement can have punch. However, you can use exactly this technique throughout the talk at various times to continue to keep your audience engaged.

### **1. Incite curiosity or ask a question**

It is good to give an audience something to think about and consider. One subject area for this could be the differences between the ease at which a person in the west can get to see a doctor and then be treated, compared to the difficulties because of referrals, permits and permissions, that are often needed in order for an individual to end up with the same treatment in the Holy Land. Information on the differing steps can be found in London Support.

In these examples, you can start with the words: "Imagine..." or "Think of ..." or even "Close your eyes and imagine ..."

To give a different approach to the start, also consider beginning with: "What if ..."

### **2. Do a poll**

This may help to get the audience engaged with a little participation and ask for a show of hands after a question. This could be a simple – "Who has visited ..." or more personal, "How many here have been affected by ..."



### Close properly

Like a film, a drama series, you have two choices – either leave an audience guessing or come to a conclusion. If your talk is a one-off, then it is a good idea to tie up any loose ends and close the presentation so that everyone feels that they have not missed anything.

#### 1. Complete any questions you have asked

It depends on what you said, but if you asked a question of the audience, then make sure that by the end of the presentation, you have answered it, or at least commented on their responses. If you asked *“How many people do you think suffer ...”*, and left it hanging, then make sure that you give them the answer.

#### 2. Ask if their understanding has changed

A conversation at the end may mean that you can ask the audience if they understand things differently, or have changed their impressions of the Eye Hospital because of your talk. This often prompts members of the audience to explain further, and so encourages a two-way end to the talk, where questions may be asked far more easily than if you say. *“Thank you, are there any questions?...”* which may feel as though they have been put on the spot and nobody says anything.

#### 3. In conclusion

This is often a ‘summary’ end. The adage of

**Tell them what you are going to say**

**Tell them**

**Tell them what you have said**

has merit. It also ensures that in your wrap up, you point out just the key points you want to leave your audience with – a final reminder that only concentrates on the points you mentioned at the start.

#### 4. End with an impact statement or example of the care

This may mean that perhaps one of the key statements you wanted to mention at the start – the number of patients treated, operations carried out or a particular case study, is saved for the end. Having now explained more background and context, an example of the treatment a young child received can have more poignancy than it would have had as an opening.



### 5. End with an interactive point

This can work as a way of energising an audience during the talk or at the end and provides a degree of audience participation. Gauge carefully if you feel this will work with the audience in front of you. In the example that has been used, there were 44 people in attendance.

- a) You ask anyone who has had an eye condition (one where they would have likely gone blind without treatment e.g. glaucoma, cataracts etc.) to please identify themselves. Ideally to stand up and if all going well, ask them to stand to one side of the room. This also depends on the size of your audience so read this through then work out how many you have at the start. (You can reduce the initial number as it may not be a fully representative sample of society – In KT we are generally all older and male). eg. 3 people from 44
- b) Explain that in Western European society, this still allows everything to function and work as normal. Each of the 3 members is then asked to be joined by 9 others from the remaining group. They may also walk to the 'affected' side. This left only 14 people with 30 now on the 'affected' side. It was explained that these eye conditions are **“10 times more likely in the Holy Land.”**
- c) **“Regardless of political views, it is difficult to resolve any conflict when people can't see.”** It highlighted the impact of the problem. To then show the impact that SJEHG makes, it was mentioned that **“80% of these conditions are curable with treatment from SJEHG, they just can't get around to everyone!”**
- d) 8 out of 10 people then return to the 'society' side leaving just 6 on the 'affected' side. You can then say: **“If you wondered what effect your donations have, there it is. That is the difference that the Eye Hospital makes when it can provide treatment and care.”**

### Remember to thank everyone

Especially the person who invited you, thank the audience for being patient and answer any further questions, either there or ask them to come and speak to you afterwards.