

## **BRANCH WELFARE OFFICER PRESENTATION GUIDANCE NOTES**

This presentation has been designed for branch welfare officers and other welfare contacts to use at meetings of stewards, branch committees, annual general meetings and other events where activists will be present. We hope it will help you to raise your profile and that of UNISON Welfare in your branch and alert more members to the services on offer.

If you do not have access to PowerPoint and the necessary hardware i.e. laptop, PowerPoint projector and screen you can adapt the presentation for use with an overhead projector by printing the slides from someone's else's PC to make your transparencies.

Before delivering your presentation you should rehearse the material to generate your enthusiasm and confidence about what you are going to say. Practising in front of a mirror or friends is helpful.

This presentation should take between 15 and 20 minutes but it's a good idea to time it beforehand. Plan for misjudging your time and have a few extra points available in case they are necessary.

Presentations are better when they are adapted to the audience and the style of the speaker so do not be afraid to change the script. Similarly change the content to better reflect your actual experience as a welfare activist if necessary. Try and give it the personal touch by introducing some of your own examples.

Always smile when you greet and leave your audience and introduce yourself and your subject even if you think everyone knows who you are and why you are there.

Do not block the audience's view of your screen. If using an OHP have a side table for the transparencies and stop talking when you change them. Your practice run will help you to identify where the slides/transparencies need to be changed. (You could also mark these places in your speaker's notes).

When making the presentation you should speak more slowly and clearly than in normal speech. Lots of pauses so the audience can absorb the different points you are making are a good idea. Try and add a bit of variety to your tone to keep the audience alert.

You will not be able to look at everyone, but remember to glance around the audience when you can. Following a "M" or "W" shape with your eyes allows you to cover the space and gives the impression that you are relating to everyone.