**Kevin Daley on how to address an audience like your career depends on it**

By: Kathleen Miles

April 12th, 2012

Kevin Daley, former Vice President of J. Walter Thompson advertising agency spoke to a group of Radford University School of Communication students last Tuesday for the annual Communication Week the school hosts.

The focus of the presentation was to get students acclimated with speaking well in front of large audiences in preparing them for a career in communications.

“Presentations are everything in Advertising,” said Daley, “If they do not buy you, they do not buy your message.”

Daley started the presentation with a story to make the students get to know him as one of the average 41% of people who are scared of speaking in public.

Daley’s father, Arthur Daley, was the first sports columnist to win a Pulitzer Prize. At his honorary dinner, Kevin was asked to speak at the last minute. He explained his feeling of “terror,” and thinking “No, I don’t speak..I’ve avoided it my whole life.” Kevin did speak however, and choked.

The next day, he apologized to his father and his father said, “It wasn’t so awful..it was short.”

With this being said, Daley explained that there is always something positive in the way each different person present. He stated that only you can make yourself the best public speaker you can be.

Daley explained that communication is energy released and energy received. The most important things to have control over are eye movement, stance, hands, volume, inflection, pace, and not using non words such as “um, uh, like, etc.”

Daley explained that the eye is the only part of the body that is directly connected to the brain stem. Therefore, it is the focal point of keeping your audience connected with your thoughts. “It is important to get in through the eye and the ear – get there physically first, then intellectually,” said Daley.

When speaking about stances to use and not to use, Daley said having hands in pockets, making a fist, leaning, or dancing around are all bad things to do. The best way to stand is to be neutral; have your hands by your sides, move hands around, walk around but not too much.

To demonstrate all of these tips, Daley called upon two volunteers to practice his techniques. They got up in front of the audience of about 200 people, and spoke about themselves and vacations as well as experiences in separate timed intervals.

Daley would stop the volunteers if they started to act out some of the bad techniques such as dancing around the stage, using non words, and moving eyes around.

“I was terrified that he [Daley] was going to call on me to go up there and talk..but seeing students get up there and him correcting them really made me realize what he was talking about and how common it is to do those things,” said Senior Bekah States.

Another main point Daley spoke about was the misconception of what people are really paying attention to when someone is giving a presentation. In the real world, 55% of people judge you on how you look when speaking, 38% judge on how you sounds, and only 7% judge on what you say.

This being said, the way you present yourself has a lot to do with what you are actually presenting. Daley said that a common misconception is that when speaking, a lot of people think that they are speaking too loud; but usually the audience does not think that. He said his best advice would be to “talk louder.”

“I got a lot out of this speaker..being that I am graduating I know I will have to speak a lot in interviews in the future and presentations and I can understand why he said most people think they are talking too loud because a lot of times when listening to people present I think they are not talking loud enough.” said Senior Marlee Schramm.

Daley left the audience with advice on how to write their resume. He said to “sell yourself or what you’re most proud of.” One of his suggestions was to put a hobby on your resume or something that makes you who you are because it is a talking point you can talk to your employer about in an interview. A lot of students had never heard advice like this and said they wanted to add this to their resume.