



What's the Story?

SEPTEMBER 2018

Boo!

The renowned Edinburgh Fringe Festival has just come to a close for another year. It's the largest arts festival in the world where thousands of performers take to hundreds of stages all over Edinburgh to present shows for every taste - from big names in the world of entertainment to unknown artists looking to build their careers.

We were interested to hear a discussion between a group of leading stand-up comics.

Two things stood out.

1. In order to be funny you need to surprise, even shock your audience.
2. The people who feel most uncomfortable about your take are not the people who you think you might have offended.

What has this to do with making presentations you might be thinking?

Well, if you don't say anything unexpected you're probably telling your audience things they already know – and boring them.

And simply describing a situation as anyone might see it will make no impact on your audience - so be frank.

Don't be afraid to say '**boo**' to your audience.

Festival Jokes

One of the Festival jokes we liked was: "Have you tried an "E" cigarette? No, aren't they the ones they smoke in Yorkshire?" It reminded us of another "e" story.

A Yorkshireman's wife sadly passed away. He decided to have the words 'She Were Thine' engraved on her headstone.

He called the mason, explained what he wanted, then went to see the stone a few days later. He took one look and to his horror, found the mason had engraved: 'She Were Thin'.

He yelled: "The blummin' 'e' is missing! Where's the 'e'? Tha's left the blummin' 'e' out lad!"

The mason apologised profusely, and assured the widower it'll be right on the day.

The day of the funeral came. The mourners left the church and headed out to the graveyard.

There, in the glow of the winter's sun, was the pristine headstone. Upon it inscribed:

"Eeh, She Were Thin."

What do you plan to achieve today?

Barry was in hospital last month for 4 days. He was surprised by how customer-focused it was and how special he was made to feel. The NHS reminded him of a first-class agency.

1. Every day the team looking after him had a plan of action. What they wanted to achieve that day so that he could be out of hospital as soon as possible. He could discuss any point. He was part of the team.
 2. It was informal – no them and us. It was first names all round.
 3. He could get up and make himself a drink whenever he wanted whatever time of night or day.
- Barry felt he had received outstanding service and treatment. He had been reminded of how good planning gets the right results.

So what do you plan to achieve today that will make a difference in your client's life?

How to get people to listen to you?

Here's what Bill Bernbach co-founder of the advertising agency DDB and writer of the famous 60s VW ads said about getting people to listen to you:

"The truth isn't the truth until people believe you.
And they can't believe you if they don't know what you're saying.
And they can't know what you're saying if they don't listen to you.
And they won't listen to you if you're not interesting.
And you won't be interesting unless you say things **imaginatively, originally, freshly.**"

Good luck with your presentations, pitches & stories

Barry Graham & Sally Clare



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