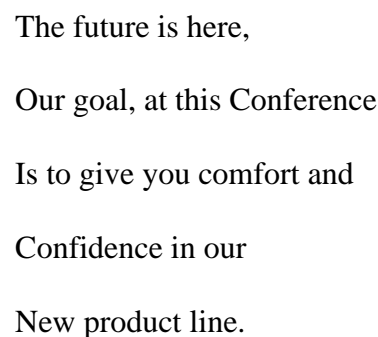


TECHNIQUES FOR USING A TELEPROMPTER

The TelePrompTer is an excellent tool to use when you must read a presentation – *word for word*. It provides the Conference Speaker the ability to, seemingly, maintain eye contact with the audience, while presenting the text.

The TelePrompTer Scripts

- Written presentation text is keyed into a computer.
- The script appears as follows:



The future is here,
Our goal, at this Conference
Is to give you comfort and
Confidence in our
New product line.

- The computerized script will be *displayed* in one of 3 places in the Conference Room:
 - On two or more TV sets strategically placed on the Conference Room Floor.
 - On two or more clear plastic plates, mounted on tall, eye level stands.
 - On a clear screen in front of a video camera lens (this is the case in a televised presentation).

Delivery

- **Rate of Delivery;** you, alone determine the rate at which the copy appears on the monitors. TelePrompTer Operators are trained to follow your pace, and will promptly adjust the speed according to your individual delivery style. The average delivery rate is 140 words per minute. If you stop or pause, the Operator will stop the feed.
- **Ad Libs;** if you decide to ad lib off the script, the Operator will wait until you return to the text before advancing the script.
- Non-Verbal elements:
 - Eye contact, TelePrompted presentations give the illusion of audience connectedness. To heighten this impression, use two screens so you can look from one side to the other.

Executive Training. Creating the Right Impression

- Gestures, move and gesticulate normally. The more natural you appear, the more likely the audience will forget you are using a TelePrompTer.
- Walking, “work the room”, but always keep one or both of the screens in sight.
- **Rehearsal**; it is critical to practice all prompted scripts to ensure comfort with -
 - Text’s wording
 - The text layout on the screen, and
 - THE TELEPROMPTER OPERATOR’S STYLE