Attention Grabbing Devices

TIP #1: ILLUSTRATION

You can say to the audience "Remember when..." & provide a picture, or paint a scene by telling the audience to imagine a scene when X occurred.

TIP #2: STATISTIC

A really good statistic can get people thinking & challenge their perspective. Cite where you got the statistic to show it's credibility.

TIP #3: SHORT STORY

In journalism, this is called "telling the story through someone." This is what many reporters do to make a news topic relevant to their audience. A short personal story or story about someone else can really grip people, but the key is to make it short. You can use the story in your conclusion. You can introduce a charcter & the problem that was confronted. In the conclusion, you can show how the person or group within the story worked out the issue, hopefully by doing what you suggest in the speech.

TIP #4: APHORISM

Is a common phrase or saying, such as "an apple a day keeps the doctors away." Add a twist to the aphorism for added effect ("an apple a day keeps the doctors away...except if you're sitting with an apple computer for 8 hours a day.")

TIP #5: ANALOGY | METAPHOR

Saying an analogy ("User interface is like peeling an onion") can break down complex terms into more simpler ones, making it more digestible for your audience.

TIP #6: SONGS | POEMS

You can use a poem throughout the speech to initally grab attention, as transitioning from point to point, & ultimately ending the speech with the final lines. The same can be done with songs. Another engaging way to use lyrical ideas is with mnemonic devices weaved throughout the outline.

TIP #7: HUMOR

Be sure your joke isn't insulting as it CAN ruin your speech. Jokes need to be perfect for the crowd as there is never one-joke-fits-all. It must be tailored to the audience.

TIP #8: POLL

Ask the audience to respond by show of hand. Asking for a response will create engagement and interactivity.

TIP #9: QUESTION

This is usually an acceptable introduction but in an online presentation you cannot get a response so the question will leave people uncomfortable by not allowing them to answer. Starting with an engaging question can add a great amount of audience engagement, or asking a rhetorical question can get them thinking.