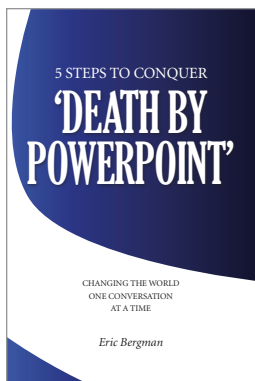


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# The Audience Manifesto™

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Additional copies of *The Audience Manifesto™* may be freely downloaded at [www.FiveStepsToConquer.com](http://www.FiveStepsToConquer.com)

The book can be [purchased through Amazon](#)

Empowering audiences the world over to say: “Please...”

### *Put our needs first*

We know you have knowledge and insights to share. If you didn’t, you wouldn’t be here. However, please tailor your knowledge to our specific needs, so we can both gain from our time together.

### *Structure a conversation*

We prefer a conversation, not a presentation. We appreciate ideas being put into context; we have no desire to participate in a “data dump.”

### *Minimize visual aids*

Every visual you use must add value. And don’t be afraid to use a variety of tools—whiteboards, appropriate props, YouTube videos, or a piece of paper, if necessary. If you sent a handout in advance, please assume that we’ve read it. We have no desire to walk through it again.

### *Facilitate a conversation*

We are looking forward to a two-way exchange, in which ideas are shared, not transmitted.

### *Answer questions throughout*

Allow us to put your information into context by asking questions throughout your presentation. But please keep your answers as brief as possible, so we can ask more questions during our time together.



**Eric Bergman, BPA, ABC, APR, MC**, has been a public relations practitioner and professional communicator for more than 30 years. His latest book, *Five Steps to Conquer ‘Death by PowerPoint’*, is available from Amazon. To download the free workbook that has models to help presenters develop clear, concise and focused presentations, please visit [www.fivestepstoconquer.com](http://www.fivestepstoconquer.com).