

营销演讲之基调发言 PDF转换可能丢失图片或格式，建议阅读原文

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Keynote speech is to outline the subjects to be addressed by other speakers at an event , and to establish the tone of a meeting or program. 基调发言也称主题演讲，目的就是限定一个集会上其他演讲者演讲的主题，奠定一个会议或活动的基调。基调发言也直接关系到确立大会的感情基调。 Eye contact 眼神交流 Move your eyes slowly from person to person , and pause two or three seconds with each listener ; 眼睛慢慢地从一个移动到另一个人，在每一个人身上停留两到三秒钟时间； Look at people straight or look at the bridge of their noses or chins ; 眼睛直视听众，或看着他们的鼻梁或下巴 Look for the friendlier faces and smile at them one by one , then move on to the more skeptical members and smile at them one by one also ; 找到那些看起来比较友善的听众，逐次朝他们微笑；然后目标转向那些有些怀疑的听众，也逐渐朝他们微笑； Imagine the audience in bathrobes in case you are nervous. 如果你感到紧张，不妨想象听众都穿着浴衣的样子。 How to communicate with the audience 怎样与听众交流 A message worth communicating ; 要有值得交流的观点； Gain the listeners attention : capture their interest and build their trust ; 引起听众的注意：抓住他们的兴趣并赢得信任； Emphasize understanding ; 重视理解； Obtain their feedback ; 获得反馈； Watch your emotional tone ; 注意声调要有感情； Persuade the audience ; 说服听众； 100Test 下载频

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