



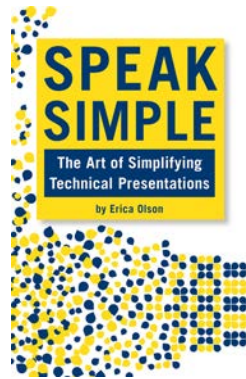
Speak Simple

Presentations Made Easy

media kit

Your search for a presenter is over – Go Simple!

Erica Olson is a presenter, interpreter, and founder of Speak Simple, a presentation coaching company. She authored *Speak Simple – The Art of Simplifying Technical Presentations*, which walks technical professionals how to speak to their audience's level by simplifying their message to win more work. Miscommunication cost firms millions of dollars from lost opportunities because the prospects could not understand or connect with the firm's presenters. Erica uses her unique, hands-on experience presenting over 1,000 presentations and coaching a team presenters how to simplify the message, deliver strong presentations, and to engage audiences young and old.



Select Past Presentations:

- Society of Women Engineers New Orleans
- American Society of Women Accountants (ASWA)
- St. Tammany Parish Chamber - Rising Professionals
- Business Women's Network of East St. Tammany
- SMPS (Society of Marketing Professional Services) Southeast Louisiana
- SMPS Southern Regional Conference (SRC)
- Executive Connections of New Orleans
- International Association of Administrative Professionals

Presentation Topics:

- Proper Steps in Crafting a Great Presentation
- Simplifying Technical Speak & Jargon
- Team Presentations
- TED-Style & Sticky Presentations
- What to Absolutely *NOT* to Do When Presenting
- Overcoming Fear of Speaking
- Presentations Visuals (Powerpoints & Props)
- Eliminating Crutch Words (Umm, You Know, Like)
- Body Movements



Erica Olson – Founder & President of Speak Simple

Erica is a professional speaker, interpreter, and presentation coach that helps her clients become comfortable when presenting and relate with their audience. Before founding Speak Simple, she crafted her skills working with Audubon Zoo’s Outreach Education programs including Zoomobile and Wetlands Express. Over her five years working with the zoo, she gave over a thousand presentations to audiences ranging from toddlers to retirees and everything in between. Erica is an expert when it comes to interpreting complex terminology and technical lingo. She learned the do’s and don’ts of presentations not only by doing, but by coaching youth and adult volunteers as they shared their animal knowledge to zoo visitors and audience members.

Erica’s company, Speak Simple, works with professionals, in particular technical professionals like engineers, doctors, constructors, marketers, and technology experts to ensure they are understood by their prospects and clients and win more work through presentations.

Erica completed her first book entitled, *Speak Simple – The Art of Simplifying Technical Presentations*, in December of 2013 and is working



on her second book, *Proposal & Presentation Horror Stories*, now with her husband.

Erica is a lifetime resident of the New Orleans area and a graduate of the University of New Orleans (UNO). When she is not blogging about presentations, she enjoys gardening, “greening” her house, and spending time with her husband and husky, Jasper. She has a bit of an obsession with hawks and owls, but no worries; she makes it very interesting and simple.



Workshops & Presentations

- **Presentations made S-I-M-P-L-E** - Erica makes presentations to prospects & clients S-I-M-P-L-E by breaking down how to prepare for and execute great presentations. From bid presentations to day-to-day interactions, people buy from who they like and no one likes a professional taking over their head. Speak Simple will cover everything from whether to sit or stand, what to do with those darn hands, to projecting your voice and tips on calming yourself to be confident, not nervous.
- **Stop Talking in CODE** - One of the biggest challenges for technical professionals when presenting is speaking to their audience's level. Erica brings her five years of interpretation experience to the private sector and prepares marketers, business developers, and technical professionals to relate to their audience, which is usually a prospective or current client. We will review why professionals need to simplify, the steps needed to prepare a solid presentation, and cover different learning styles and approaches
- **No "I" in Team** - Most professional service and technical companies are required to present to obtain new business. Even though presentations are the lifeblood of the company, few companies are skilled at actually giving presentations. This presentation will review the steps to creating a great presentation and review ways to overcome multiple team presentation faux pas like transitions and talking over one another.
- **TED-Style & Keynote Presentations** – TED has set the presentation world a fire and most good presenters list a TED talk on their professional bucket list. Erica will review the steps of applying for a TED talk and how to go from a good presenter to a great presenter.
- **What to Absolutely Not to Do When Presenting** - A fun, engaging look at the 10 ways to blow a presentation. See first hand when everything goes wrong. Learn what not to do and have a few laughs at the same time.
- **Get Visual** - How to utilize visual aids (including Powerpoint) to enhance the audience's understanding of the topic because over 75% of information is retained three days later when presented both orally and visually. Become a pro using props to connect to your audience instead of them being a distraction.
- **Scared of a Mic?** - Glossophobia, the fear of public speaking is most people's greatest fear meaning most people would rather be in the coffin instead of giving the eulogy. Erica will review three major steps to overcoming the fear of public speaking including ways to prepare and last minute tips to calming the nerves.