
Monthly Newsletter from the CCC Mastery Program

INSIDE:

Feature Article:

Feature article this month is about 'Live' vs Video' presenting

Micro Masterclass

Why 'Mistakes' are good.

Q&A/Case Study/Tips:

'Knowing Your Audience'



Dr Christiaan Willems



This Month: **Welcome!**

- from the desk of Dr Chris...

It has been a very busy month...

Lots of things happening. It has been full-on over the past month or so with seemingly back-to-back workshops, seminars, webinars and presentations.

Of course, each one of these events is an absolute delight - meeting new people, sharing knowledge and experiences. It is really remarkable the diversity of business types that come together for these events.

What this goes to prove is that business video really is for everyone. All types of businesses, sectors and professions. So, when they ask: 'what's your niche?'. The ultimate answer is, 'everyone in business!'

We are kicking off this month by looking at '**Live vs On-Camera**' presenting?

Feature Article: Live vs Video

- by Dr Christiaan Willems

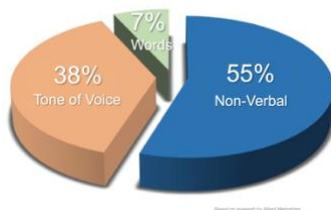
According to research conducted many years ago by Albert Mehrabian, the dominant factor in human communication is body-language. The non-verbal aspects of communication constitute at least 55%.

This also tells us that 38% is how you sound - i.e. the tone of your voice. Which leaves just 7% in terms of the words that you say - your actual business message. So, if these three factors are not working together, if they are incongruent, no one is going to take any notice of you, your message, or your business.

Let's now translate that principle to the on-screen context. Assuming for the purpose of the exercise that the 'words' percentage remain the same, we need to look at the other factors in a different way. Whilst you as the 'presenter' are certainly central to the live presentation, the nature of your presence is an even more important factor on screen because you are, literally, in a frame.

As such, the audience's attention on you is more intense, more detailed, and more focussed, because we are not just seeing you in the 'wide shot' of the stage. We are seeing you in a defined, limited, contained frame - much closer, and much more detailed ('up close and personal' as they say).

The other factor which is even more dominant is the Visuals - i.e. the visual environment behind, around, and sharing the screen with the presenter - the images and pictures that fill the rest of the frame.



Micro-Masterclass Video:

The featured **One-Minute Micro Masterclass** for this month is: **'Mistakes'**:

This month's Micro-Masterclass shows us that sometimes, making mistakes can actually be the most creative and practical approach.

Check out this video - let me explain...



Behind The Scenes/Q&A/Case Study/Quick Tips:

Tip: Knowing Your Audience:

"Who is in your audience? Are they professional colleagues who know your topic, or are they complete newcomers to it? What is their purpose in being there?"

The more you know about your audience, and what is relevant to them, the more accurately and precisely you can target your presentations and video content.

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**Book-a-Chat
with Dr Chris**