m62 Debunks Tip on Maintaining Eye Contact in Presentations

November 18, 2009

Liverpool, UK (RPRN) 11/18/09 — m62 has today debunked one of the more popular tips given to presenters in presentation or PowerPoint training: that the presenter should always maintain eye contact with key audience members.

Presenters are often advised to maintain eye contact, and yet this can often be more detrimental to delivering an effective presentation than helpful. It may help to ensure that the audience are paying attention and feel involved, but in other ways it can actually weaken the impact of a sales or marketing presentation.

The presenter can use the direction of his gaze to direct the audience's attention. If the presenter breaks eye contact and looks at the screen himself, natural curiosity will automatically draw the audience's attention to the slide, which can be useful in ensuring the audience are concentrating fully on something important, e.g. a client quote.

Most importantly, the brain cannot fully process information if eye contact is being made, as so much mental capacity is used in processing facial expressions. If eye contact is maintained for too long in a presentation, the audience can be prevented from mnemonically processing the information presented to them, and thus will not only fail to fully understand, but will be much less likely to remember it.

Nicholas Oulton, Founder of m62, commented: "So many tips are given that just aren't that useful, and always maintaining eye contact is one of them. Of course, no presenter should just ignore the audience entirely, but following this tip can prove harmful to a business or corporate presentation. Constant eye contact is not natural in human interaction, and staring continuously at an individual can make them uneasy. A glance away every now and then prevents this uncomfortable feeling, and is so commonplace in everyday communication that it will probably go unnoticed.

"Ultimately, it is just a case of everything in moderation. Eye contact should be alternated between looking at the screen and eye contact with other audience members – and should not be directed in any one direction for too long."

m62 have offices in the UK, Singapore and US, and work globally for blue-chip clientele including BP, Sony and Microsoft.

For more information about m62 visualcommunications, please call +44 151 259 6262 or visit m62.net.

Media Contact Name: Jessica Pyne
Media E-mail: jessica.pyne@m62.net
Media Phone: 0151 259 6262
Media Web Address: www.m62.net
Company Contact Name: Jessica Pyne
Company E-mail: jessica.pyne@m62.net
Company Phone: 0151 259 6262
Company Web Address: www.m62.net

About the author:

m62 is the global leader in presentation effectiveness, from offices in the UK, USA, and Singapore.
PowerPoint design for sales presentations, marketing presentations, training presentations, and investor presentations; PowerPoint training; and presentation skills training.

http://www.m62.net/

Filed Under: BUSINESS NEWS, Technology, New Media - WEB 2.0, Social Media, PRESS RELEASE

RUSH PR NEWS newswire and press release services at rushprnews.com / Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.