

m62 Urges Presenters to Exercise Caution When Using Humour in Presentations

August 9, 2010



Liverpool, UK ([rushPRnews](#))

08/09/10 — m62

visualcommunications, the global leader in presentation effectiveness, is today urging presenters to exercise caution when using humour in their presentations.

m62 visualcommunications

Many presenters and professional speakers deliberately include

humour in their conference or [sales presentations](#), in order to make their presentations more interesting for audiences. However, using humour effectively is not easy, and if a joke goes wrong it can have serious repercussions.

The most obvious mishap that could occur is that the audience do not find a joke funny. This can put a significant dent in a presenter's confidence, particularly if the joke was at the start of the presentation. Recovering from this kind of failure would not only increase the presenter's nerves, but it could lessen the audience's impression of the presenter.

A joke could also backfire by unintentionally offending someone, or by distracting the audience too much from the main message. Irrelevant content, whether in the [PowerPoint design](#) or in the speech, will lead the audience to

thinking about something other than the message, and could make it more difficult for them to remember the more important content later.

Nicholas Oulton, Founder of m62, commented: “While it can be tempting to include a couple of jokes in presentations, this should be done with caution. It is surprisingly easy to offend someone unintentionally, and this will not help a presenter to win an audience over.

“Not only this, but if a joke fails, the presenter loses credibility. This risk is most apparent when jokes have been planned beforehand, as the presenter is often not used to using humour in such a public setting. The more nervous a presenter is, the more likely the joke is to fail; and the worse the repercussions if it does.”

m62 has produced almost 10,000 presentations for clients worldwide, including blue-chip brands such as Siemens, BP and Microsoft. m62 offers a range of services, from presentation skills training to free downloadable [PowerPoint templates](#).

For more information about m62 visualcommunications, call +44 (0)151 259 6262 or visit m62.net.

Media Contact Name: Jessica Pyne

Media Phone: +447553387600

Media Web Address: www.m62.net

Company Contact Name: Jessica Pyne

Company Phone: +447553387600

Company Web Address: www.m62.net

Main image credits: m62 visualcommunications

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: [BREAKING NEWS](#), [BUSINESS NEWS](#), [EDUCATION](#),
[MARKETING, ADVERTISING, PR](#), [PRESS RELEASE](#)

RUSH PR NEWS newswire and press release services at rushprnews.com /
AH Marketing ahmarketinggroup.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.