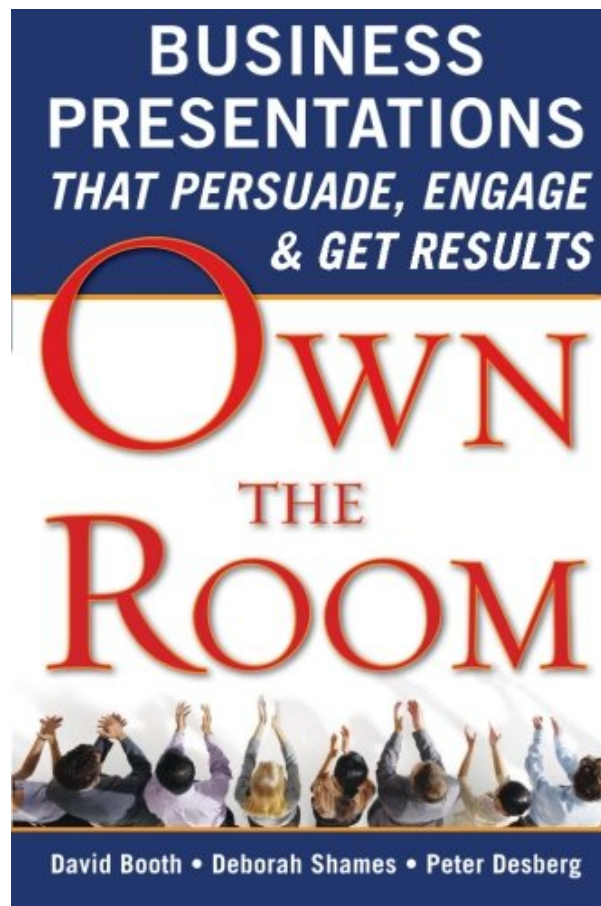


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PRESENTATIONS THAT PERSUADE,
ENGAGE, AND GET RESULTS BY DAVID
BOOTH, DEBORAH SHAMES, PETER
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About the Author

David Booth is a professional theater director and actor. He taught acting at Virginia Commonwealth University and the Pacific Conservatory of the Performing Arts.

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Own the Room is written by a unique set of authors with the expertise perfect for creating vivid narratives. Own the Room shares how to excite your audience's emotions and intellect. And Own the Room will give you a communication toolkit to make any presentation lively, compelling, and memorable.

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Valuable Addition for Those Engaged in Public Speaking or Use Teams in Presentations

By Thomas M. Loarie

As a Silicon Valley based CEO in the world of ventures, I have had to raise considerable sums of money privately and publicly to fund companies I was responsible for. Raising money is an art with a critical component being "the presentation." I have also been called upon to speak at national and regional meetings on medical technology and/or the experience of being in a venture-backed company. "Owning the Room," the making of an effective presentation, is a subject near and dear to my heart...much less, my livelihood.

Authors David Booth, Deborah Shames, and Peter Desberg in "Owning the Room" present the Eloqui communication method they developed and are now commercializing. Booth and Shames come from the entertainment world with experience in directing, acting, and producing. Desberg is a licensed clinical psychologist who has done extensive research in areas of public speaking, performance anxiety, and instructional humor. Together, this team has produced a book that combines "performance techniques and cognitive science with the best research in psychology."

The authors cover how to open, how to close, the power for narrative, stage fright, presenting in teams, physical grammar, PowerPoint revival, and being memorable. I did not find the book exceptional in the area of business presentations but I did find it exceptional for giving speeches and for when presentations involve more than one person. "Owning the Room" will make a valuable addition for those who depend on communication arts for their living, which is just about every executive, manager, professional, consultant, and salesperson.

14 of 15 people found the following review helpful.

Give This Book A Standing Ovation

By Dr. Cathy Goodwin

As a seasoned reviewer, I get nervous when I see only 5-star reviews for an Amazon item. Often that means the authors enlisted their friends and relatives as reviewers.

To my surprise, Own the Room really deserves a 5-star rating. It's hard to imagine a book about presentations that's actually fun to read, but this one is. But what I like best is the way the authors encourage us to get away from those ho-hum openings. They offer all sorts of creative approaches to making presentations come alive. Many of their ideas will work for written presentations and copywriting also.

As an experienced speaker, I don't get concerned with stage fright. I love speaking and welcome all opportunities. My challenge is to avoid being too relaxed. So I particularly enjoyed the chapter on roles: deciding how you will present yourself to the audience. The discussion on examples and anecdotes was especially strong.

Too often we get advice to worry about "ums" and "uhs" and endless discussion on PowerPoint. The authors do share some helpful tips on Powerpoint but they make it clear that their focus is on structuring your

presentation, not the small stuff. So this book will be especially helpful to readers who have gotten past the basics. As the back cover suggests, you'll get tips to go from "presenting" to "persuading, inspiring and performing."

I'm not crazy about the contemporary gimmick of putting takeaways in the text margins. That was probably a publisher's decision. Otherwise, the book seems well worth recommending to others.

7 of 7 people found the following review helpful.

Read this before giving your next business presentation.

By Monty Rainey

Are you a public speaker or a business professional that gives presentations, looking for a book to help you become a better speaker? Look no further than **OWN THE ROOM: Business Presentations That Persuade, Engage & Get Results**. Co-authored by David Booth, Deborah Shames and Peter Desberg, this is one of the best books I've found for speakers. The trio are the founders of Eloqui, a communication consulting firm.

I was amazed at how many practical and applicable practices I found in this book. From giving a thirty-second elevator speech to a full-blown day-long training session, readers will find countless ways to improve their speaking skills. The eleven chapters cover just about every aspect of business presentations. The first four chapters; Intention, Roles, Premier and Finale, cover the construction of your speech. There are so many things covered here that are so often overlooked. For example, most business presentations seek to educate; however, as pointed out, educating causes people to think; persuading motivates them to act. These four chapters alone are worth much more than the price of this book, but we're just getting started.

The next few chapters cover a variety of topics such as building a better narrative, overcoming stage fright, making multiple person presentations and grammar usage. Then we get to what I believe is the best chapter in the book; The Power Point Revival. We've all sat through, and have probably been guilty of giving, less than stellar power point presentations. This chapter gives the reader countless ways to improve power point presentations.

Imagine giving your next power point presentation without the use of a continuous flow of bullet points, but rather with an array of eye catching photos that work in harmony with your speech and that keep the audience riveted to your presentation. I love the analogy used of the music of Johann Sebastian Bach where music is composed with two separate melodies played at the same time. Although each melody by itself is beautiful, they intertwine. They support and lift each other creating a whole far greater than the sum of its parts. At any moment in time the notes from the different melodies are in harmony with each other. Isn't that the way Power Point slides should be integrated into your speech? If you give Power Point presentations, don't give another one until you read chapter 9 of this book!

Chapter 10 looks at being memorable and focuses on how the mind interprets things. Giving an extraordinary presentation is worthless if your audience doesn't remember what you've told them. By understanding memory process, you will understand better how to craft and deliver your speech so more information is easily retained. Chapter 11 wraps it all up into a nice, neat package.

There are a lot of books available on becoming a better speaker. This one focuses specifically on the business speaker and is one of the best books I have seen on this topic. I highly recommend this to anyone who gives business presentations.

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