

Waking up in (Bris) Vegas...

Katy Perry has “Kissed a Girl” and “Woken up in Vegas” but she also knows how to entertain an audience. Her concert at the Tivoli shows why.

Waking up in BrisVegas on a Thursday morning, I was still buzzing from the Katy Perry concert at the Tivoli. Last night I witnessed a fantastic concert. What does this have to do with Toastmasters you may ask? Let me explain.

I was discussing with my fellow concert goer before work this morning on why the concert was fantastic last night. Katy Perry, who entertained the crowds, ticked all the boxes when it came to being an entertainer. The same rules apply to being a speech presenter.

The first thing I noticed about Katy's concert was her energy. She has been promoting her first album for the last 18 months, and singing the same 12 songs many hundreds of times. Last night however you wouldn't know it. Her energy and enthusiasm was like it was her opening night show. Katy said to the crowd “You're a fantastic audience, Brisbane! The Australian tour is the final leg of my 18 month journey promoting my first album. Tonight you're in for something special tonight!” And she delivered!

Do we give 100% to our audience and speak with enthusiasm and freshness when we get up to present our speeches?

Katy involved the audience throughout the night from getting people up on stage, making sure she touched the hands of her adoring fans, and going into the crowd to allow some fans to get pictures with her. Katy made sure her audience was looked after, felt special, and had a good time.

Do we make sure that the audience gets entertained or informed when we get up to present?

In between sets Katy spoke about her trip to the “Ekka”, doing some shopping in the Queen Street Mall, and how Brisbane is some times referred to as BrisVegas before singing her smash hit “Waking up in Vegas.” Katy has done her research about her audience & their demographic.

Do we understand our audience to make sure our message is appropriate to them?

When we present to our audience do we give them all the care and attention that we need or are we like the TV stations that treat their viewers with contempt with poor quality television shows, repeats, and running over time and being 10 minutes behind schedule? Do we try to make sure we engage with the audience and understand our audience to make sure they have a good time? Do we involve them in our presentation, and take the opportunities to give them something different from the norm?

With the modern world, people's time is very precious, and as communicators and leaders we need to make sure that our audience wants to be there. We need to step back and ask ourselves “What is the purpose of my presentation and what will I be contributing to the audience?” There is no sense presenting a speech on Wine Appreciation to the local Alcohol Anonymous meeting. We need to understand our audience before we can suitably educate and entertain them.

These simple attributes are, then the difference between been a good communicator, a great communicator, and a world class communicator.

So while most people today will remember Katy Perry's concert by her catchy songs, I learnt a valuable lesson last night in becoming a better Toastmaster. Last night I watched Katy Perry kiss a girl, and I liked it!