

## #VNAM2024: 5 Top Tips for Public Speaking and Running a Practice Event

Ahead of this year's Veterinary Nursing Awareness Month (VNAM), we're providing some resources to help you to plan your own activities to raise awareness of #WhatVNsDo. In this blog, Steph Worsley RVN and BVNA Council Member outlines her top tips for preparing to provide a presentation, which may be helpful to those planning to deliver a client information event in their practice.

It can be very daunting the first time you either run an event at your practice or do a presentation. However, both are excellent ways of informing the public of what Registered Veterinary Nurses (RVNs) do on a daily basis, along with the progression we go through during our careers.

In this short article, I'm going to provide a few hints and tips for running a successful event, which may help you to plan a client information event during VNAM 2024.



1. First of all, **decide how you want to run your event.** Do you want to run a practice open day with short conversations with clients, or a client information evening which is likely to be a more formal event with a presentation? The latter will require either a large meeting type area within your practice or hiring a venue which obviously would carry a cost, also access to a projector and screen is advisable, although not always necessary.

Whichever type of event you decide to run, be clear on your aims for the information you want to pass on to your clients, and perhaps write yourself some bullet point notes to keep you on track.

2. **Using PowerPoint presentations.** For client information events, a well-designed PowerPoint presentation can help to present your information clearly and engage your

audience. We have provided a [VNAM PowerPoint template](#) which you can download and use to create your own presentation.

Make sure you keep the actual information on the slides minimal, so you don't overload the slide and make it difficult for clients to take in information. Use pictures such as photographs of you as an SVN, or performing the tasks the SVNs and RVNs can undertake (ensuring you have permission from your practice and clients whose pets you are photographed with). Use suitable photographs alongside bullet points to note the points you wish to make.

Consider how your clients will be able to ask questions – are you happy to invite them as they come up, or would you rather they waited until the end of your presentation? Whichever approach you decide, make this clear to your audience at the start.

3. **Introduce yourself** – even if you feel familiar with everyone in the room. Be proud that you are a student/registered veterinary nurse, include how long you have been nursing for, how you qualified, how long you have been at the practice and where your interests lie.
4. **Move your line of sight around the room** - pick someone on the left-hand side, middle and right-hand side of the room and move your gaze around these people, this again will keep your audience engaged with what you are saying.
5. My final tip is.....to **remember to BREATHE!** This is where I find using a PowerPoint really helpful - it reminds you to breathe as you move from one slide to the next.

This isn't a tip, but if you are preparing a presentation educating clients on what RVNs do, think about including a section on protecting the title and the fact at the moment anyone can call themselves a veterinary nurse. You may find that many of your clients aren't aware of this.

One final comment - prepare for it, but most of all enjoy it!