



Presentation Skills for Artists: Preparation for Art Talks, Gallery Talks or Presentations

Are you being interviewed about your work? Giving a gallery talk* for your solo show?

It can be challenging to speak about your process and your output in a way that bridges to your audience. Especially if you'd like them to become supporters or collectors of your current work or follow you as you produce new work. Or, perhaps you're seeking good press from the writers and critics in the room. In any of these situations, the pressure is real.

How do you help your listeners make a meaningful connection with your work?

- Start with a memorable main message that sets the theme for your talk, and then continue with key points that support that message.
- Introduce stories and analogies that are highly relatable, helping the audience connect in a more personal way to your process and your output.
- Take the audience "behind the work" by highlighting specific pieces that illustrate certain concepts or techniques and how your process evolved for this body of work.
- Create a conversational atmosphere by actively engaging the audience with questions that encourage participation and reflection, allowing them to query you about the work.

These techniques foster greater understanding about your ideas and how they translate into the work about which you're speaking. And, by presenting this way, you create an intimate environment that fosters connection – between your audience and you, and between your audience and your work. When your audience feels a connection to the work, they are more disposed to become supporters or collectors, and to continue to follow your work and career.

How I can help you:

- Content Preparation:
 - Audience Assessment: Audience profiling to inform your content choices
 - Content Curation: Templates to help select content for your presentation
 - Content Review: Check for consistency and clarity
- Content Presentation: If using auxiliary materials (i.e., slides), I can assist with
 - Suggestions for coordinating slides with your verbal presentation
 - Guidelines for choosing talking points
 - Review of overall flow
- Content Rehearsal:
 - Tips for reducing/channeling your nervous energy
 - In-person (NYC) or virtual rehearsals
 - Video recording and targeted feedback
- Event Feedback: I can attend your talk (NYC) in person or review a recording in order to
 - Share my observations about what went well
 - Provide suggested upgrades for next time

**Interview Option: Some artists find that staging a one-on-one conversation is a more comfortable and conversational option than a traditional gallery talk. If this appeals to you, let's talk!*