



## Are You a New CDE Presenter?

### How to Kick It Up So You Can Get More Gigs

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If you are a new CDE presenter, you are probably spending a lot of time carefully preparing your talk. Perhaps you are presenting because you have been invited to a study club or dental society, or you are a specialist informing your referral base of a new procedure. What you may not realize is that there are methods and formulae for proper public speaking. If you are not aware of them, your presentation may fall into a mediocre, canned routine that fails to ignite a spark.

Would you like to know how to make the best of your precious preparation and delivery time? What do you need to know so you impress your audience members, instead of making them obligated to be there?

After selling my practice, I taught in a dental school setting but was oblivious of the rules of public speaking. Then I volunteered to be the vice president for my component society. What I didn't realize was, that was to include introducing the after dinner speakers. I had a nightmare of walking with the microphone into an audience of forty dentists -- and pulling the entire lectern to the floor. To calm that fear, I attended Toastmasters meetings and other public speaking seminars. This introduced me to a world of which I was not aware, and I continue to learn all I can about it.

At the same time I was attending public speaking seminars, I was fulfilling my license requirements by attending CE lectures and study clubs. And I started to notice something. Continuing Education speakers can be like mushrooms--you never know if you have a bad one until it's too late. While there are many excellent dental speakers in our industry, I saw that there are also many knowledgeable clinicians who are not necessarily effective speakers. You know what I am talking about. They read their slides to the audience, they don't have a clear direction or message and cannot manage their stage time. They ask if there are any questions--and hear crickets. There is no spark or lasting impression.

How can you start *your* dental speaking career on the right path out of the starting gate? The speakers who have "draw" have learned their craft from training and experience. After efficient preparation, they deliver a clear message, encourage a dialogue with the audience, and effectively manage their allotted time.

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If you make an impression on your audience and meeting planner, you will gain the reputation and recognition as a competent speaker. You will also have respect from your peers and be recommended for other speaking engagements.

It takes practice and experience to perfect these skills, and most dentists don't have the time to attend Toastmasters' or other speakers' programs and do the projects. I have developed an efficient program that will help you quickly focus on what parts of public speaking are the most relevant to CDE presentations. Please visit my website at [www.dentistspeaker.org](http://www.dentistspeaker.org)

What would you like help with? Look for these articles in the near future:

- How to Choose Your Topic
- Preparation
- Handling Questions
- Impact Endings
- What to Do with Your Body and Voice