Effective Eye Contact

Eye contact is necessary to create strong, memorable presentations. It bolsters your credibility, makes you seem engaging, and portrays a valued sense of confidence. Consider these tips to improve your use of eye contact.

Relax!
Your audience consists of human beings just like you with all different levels of public speaking experience and all worried about being judged or making a mistake. View them not as a panel analyzing your every move and word but rather as interested in what you have to say, supportive, and willing to learn from your example.

1, 2, 3
The most basic tip for eye contact while giving a speech is to choose three spots on the wall: a light switch, picture, or some other reference point in the left, middle, and right of the room. Alternate between looking at all of these points as you speak.

Full sweep
Include all of your audience at once by scanning the room side-to-side roughly once a minute during your presentation.

Look into my eyes…
If you feel weird looking directly into people's eyes, don't worry. Instead, look at the point right between their eyebrows, their nose, their forehead, or directly above their head. From an audience member's perspective, the visual contact will appear as effective as ever but without potential awkwardness for you!
Eye contact using a script
Sometimes, speeches require a pre-written manuscript. While reading something out loud, the natural tendency is to keep your head down, which inhibits effective eye contact. To combat this, try arranging your speaking notes as if they were on a teleprompter:

When you must read a text to a group, making good eye contact with your audience—as well as with your notes—gets trick.
When reading something aloud, your natural tendency is to keep your head down.

Since each line only has what can be taken in at a glance written, you can look up at the audience more often.

Adapted in part from Laurie Schloff and Marcia Yudkin. *Smart Speaking: Sixty Second Strategies, 1991.*