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Expert Cites New Rules of Professional Public Speaking (Live or Virtual)

by Jenna Sindle — January 14, 2022 in Contributed Articles Reading Time: 7 mins read

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Much has changed in the business landscape over the last few years, including kicking the already booming public speaking sector into the stratosphere as virtual live presentations, via Zoom and other boundary-less real-time communication platforms, have become the norm.



Below, international award-winning professional speaker **Saana Azzam**, the MENA region's premier public speaking authority who is also revered worldwide for her compelling keynotes at conferences and events around the globe, offers some tactical advice for those who already serve as a public speaker and those who intend to.



Merilee Kern (MK): How do you see the public speaking trade evolving?

Saana Azzam (SA): Professional public speaking has grown substantially over the years into a global industry and, in doing so, has opened doors of career opportunity for those who are experts and influencers in their respective fields. While opportunities have arisen, so too has competition for professional speakers. The world of professional public speaking has also changed over the past 18 months, much in the same ways the world did as businesses

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