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*Louie Moses started Moses Anshell in the early eighties – the only agency in the southwest to win a Clio, let alone six of them. Currently both Creative Director and Partner, he is known for his easy-going presentation style and quick wit during client meetings and presentations.*

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**1. How do you prepare for a presentation?**

I make sure that I know the work I'm presenting really well, then I don't look at it for hours (sometimes days) before the presentation. It makes it easier for me to speak about the work in a fresh way.

**2. Describe your overall presentation style.**

I try and make it conversational. Just like a talk you would have in the living room at home about an ad you saw on TV.

**3. Do you still get nervous during presentations?**

I get nervous every time that I speak. I'm most comfortable with non-verbal communications. Written words, pictures and music. I handle that nervousness by *acting* like I'm not nervous.

**4. How do you deal with a limited or set presentation time?**

I write out sound bites I want to get across. Headlines, so to speak. And I try to take a deep breath, like shooting a foul shot, before I speak.

**5. What's the biggest mistake you've made during a presentation?**

Not being myself and trying to *act too smart*. Acting not nervous is hard enough. Acting too smart is DeNiro-type acting, out of my league.

**6. How do you know when a presentation is going south – and what do you do?**

When the client starts reading his emails on his blackberry. I usually address the blackberry culprit by name like, "Travis knows this all too well, right Travis?"

**7. What's the best advice you can give creatives to help them present better?**

Try and project confidence. Be passionate about what you're presenting. Look people in the eye and always be polite.

**8. How important are presentation skills for an artist/creative?**

This is the advertising *business* so we have to play in conference rooms and offices. Artists will always be a bit out of place in the business world so I always treat it like an away game. Presentations are vitally important to get good work produced. Make the audience like you, and they'll like your work. ☞