



## **Emergency Managers Don't Have to be Boring**

Presented by: **Zachary Borst, Doberman Emergency Management/The Readiness Lab, Emergency Manager**

**Presentation Abstract:** Do you dread sitting through boring, monotonous presentations where the speaker drones on and on, leaving you disengaged and fighting to stay awake? You're not alone. In fact, I'd bet that most of the presentations you've attended in your career have been at best tedious and at worst torturous. This ends now. We have the power to make our presentation styles more entertaining and engaging and it's not as difficult as it may seem. In this talk, you will learn techniques inspired by stand-up comedy that can help you improve your speaking style, as well as how incorporating audio, video, and visually appealing slides can keep your audience hooked.

Being able to effectively communicate crucial information to diverse audiences is an essential skillset for emergency managers. However, it can be challenging to accomplish successfully. By using the tools from this presentation, you can make important information more accessible and memorable to a wider range of people. You'll also learn how taking serious topics and providing levity can open your audience up to learning and allowing you to share the critical, lifesaving, information you need them to receive.

**Speaker Bio:** Zack Borst is the Director of Strategy and an Emergency Manager for Doberman Emergency Management and The Readiness Lab. Zack has experience in local, county, state, and higher education emergency management. He's also served in the planning section for a Type III urban search and rescue team, and as a Command and Control Operation Specialist in the Air National Guard. Zack currently serves as the Vice President of the Vermont Emergency Management Association, an organization he co-founded.

Zack specializes in the use of technology in emergency management including multimedia outreach, UAS and remote sensing, radio communications, and geospatial intelligence analysis. Zack greatly enjoys instructing and presenting on emergency management topics and using immersive audio and video to keep his audience engaged and on the edge of their seats. Zack also was a stand up comedian, has written for several satire websites, and has found humor to be one of the best ways to ensure people remember his talks.