

Perfecting Presentations

- Explore the structure of an effective presentation;
- Identify tools to make presentations lively and engaging;
- Learn strategies to deal with difficult questions;
- Begin to structure your own presentation.

DISCUSSION QUESTIONS



1. How often do you give presentation in your job/studies?
2. Who do you normally present to (colleagues, customers etc.)?
3. When was the last time you gave a presentation in English? Was it a success?
4. How do you feel about presenting in English?
5. Think of an excellent or terrible presentation you attended? What made it good or bad?

PLANNING:



A- Audience WHO?

P- Purpose WHY?

T- Tone HOW?

V- Venue WHERE?

T- Timing WHEN?

C- Content WHAT?

1. AUDIENCE

Who is the AUDIENCE

- * How many people?
- * Who are they?
- * Experts or *not*?
- * Why are they attending?



2. PURPOSE:

What's the PURPOSE
"By the end of my presentation, the audience will...."



- * To inform
- * To persuade
- * To instruct
- * To motivate
- * To entertain

3. TONE

- * What tone do you want to convey to the audience?
- * How will you convey this using your voice and body?
- * What images or video do you plan to use? Does this match your intended tone?

4. VENUE:

Where is the VENUE?
Face to face?
Virtual?

Virtual presentations-

Pace and delivery- Pause early,
pause often

Short text on slides

Different layout

Interactive virtual presentation
tools

Think about your ending (Call
to action?)



5. TIMING

Timing

* How long?

* What time?



6. CONTENT

- ❖ B- Bang!
- ❖ O- Opening
- ❖ M- Message
- ❖ B- Bridge
- ❖ E- Examples
- ❖ R- Recap
- ❖ B- Bang!

BANG!

- * Story/ anecdote
- * Video/graphic
- * Rhetorical Question
- * Vivid description starting with *Imagine or Suppose*
- * *Interesting or controversial; statement/statistic*

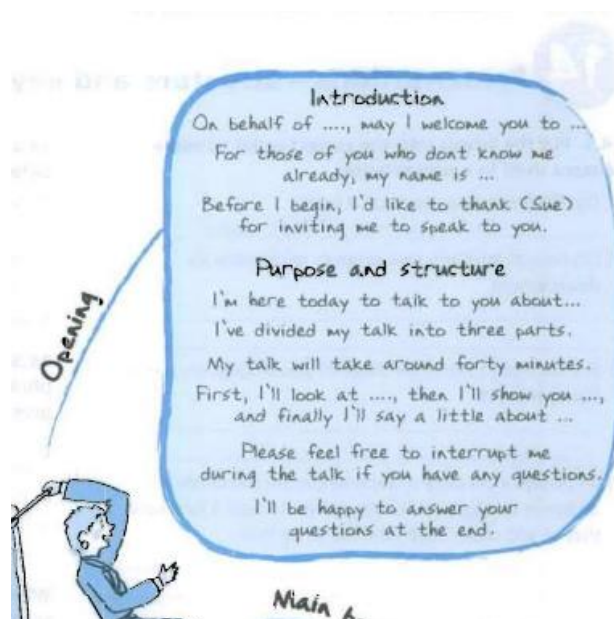
6(A) BANG



How do I usually begin your presentations?

Which new techniques would I like to try today?

6(B) OPENING



Signposts for the Introduction of a Presentation

	FORMAL	INFORMAL
Introducing yourself:	<ul style="list-style-type: none"> • Good morning/afternoon/evening. <p>On behalf of (company, department, etc.), I'd like to welcome you. My name is (name) and I am (position).</p>	<ul style="list-style-type: none"> • Hi everyone, I'm (name and title). <p>Thanks for coming.</p>
Introducing the topic:	<ul style="list-style-type: none"> • I'm going to give you an overview of... • The focus of today's presentation is... 	<ul style="list-style-type: none"> • I'm going to talk to you about... • I'm going to be talking a little bit about... • I'm here today to talk to you about...
Outlining your presentation:	<ul style="list-style-type: none"> • The presentation today is divided into three parts. First, I'll... Following that I'll... Finally, I'll... 	<ul style="list-style-type: none"> • I'm going to talk about three things today. I'll start with... Then I'll talk a little bit about... I'll finish with...
Inviting questions:	<ul style="list-style-type: none"> • Please don't hesitate to interrupt me if you have any questions. 	<ul style="list-style-type: none"> • If you have any questions during the presentation, please ask.



Notes on my opening:

6 (C) MESSAGE:

Message

- * Present important material
- * Have clearly defined sections (Two to Four)
- * Use signposts phrases
- * Draw audience's attention to important points

Signposts for the Middle of a Presentation

	FORMAL	INFORMAL
Introducing the first section of your presentation:	•I'd like to start/begin by...	•Let's start/begin by looking at...
Finishing a section and starting a new one:	•Well, we've looked at... Now, I'd like to discuss... •Having discussed... I'd like to move on to....	•Well, I've told you about... Now I'll move on to... •Well, we've looked at... Now, let's talk about... •So, that was... Now, let's...
Expanding or elaborating:	•I'd like to expand on... •I'd like to elaborate on...	•Let me tell you a little more about...

	FORMAL	INFORMAL
	<ul style="list-style-type: none"> •Let's consider this in more detail. 	<ul style="list-style-type: none"> •Let me give you some more details/information about...
Talking about earlier or later points in your presentation:	later: <ul style="list-style-type: none"> •I will elaborate on this later in the presentation. •I'll provide you with a more detailed explanation later in the presentation. earlier: <ul style="list-style-type: none"> •To repeat what I said earlier... •As I mentioned earlier... 	later: <ul style="list-style-type: none"> •More on this later. •I'm going to talk more about this later. earlier: <ul style="list-style-type: none"> •Do you remember I said...? •As I said earlier...
Recognizing your listeners' prior knowledge:	<ul style="list-style-type: none"> •As you may be aware of... •As you may know... •I know many of you are familiar with... 	<ul style="list-style-type: none"> •You might already know that... •I'm sure a lot of you know that... •I'm sure a lot of you know about... •I'm sure a lot of you have heard...
Focusing audience's attention on visuals:	<ul style="list-style-type: none"> •May I focus your attention on the...You will notice that... •Please direct your attention to the slide/chart/etc. 	<ul style="list-style-type: none"> •Take a look at this slide/chart/graphic etc. You can see that... •Okay, here we can see that...



Notes on my message:

HOW TO HOLD THE AUDIENCE'S INTEREST- *RHETORICAL TOOLS*

Mantra

Rule of
Three

Repetition

Rhetorical
question

Contrast

Examples

www.atlantic.ac



Notes on my Examples + Recap:

6 (F) Conclusion

Possible structure- Conclusion

Signal

Summarize

Call for Action/
Highlight

Invite questions



Signposts for the Conclusion of a Presentation

	FORMAL	INFORMAL
Summarizing and concluding the presentation:	<ul style="list-style-type: none">•Finally, let's summarize some of the main points.•To conclude, I'd like to summarize.	<ul style="list-style-type: none">•Let's summarize/recap what we looked at today.•Finally, let's look back at what we covered today.•So, to remind you of what we looked at today...



Notes on my conclusion:

PREPARATION CHECKLIST

FIVE questions to ask:

- My main goal of this presentation is for the audience to _____.
- The top 3 things I need the audience to take away from this presentation are _____, _____, _____.
- In the first few minutes (no more than 2), I will capture this audience by _____.
- If the technology fails, the main 3 things I will tell them are _____, _____, _____.
- If they start looking bored or confused, I will bring them back into my presentation by _____.



Notes:

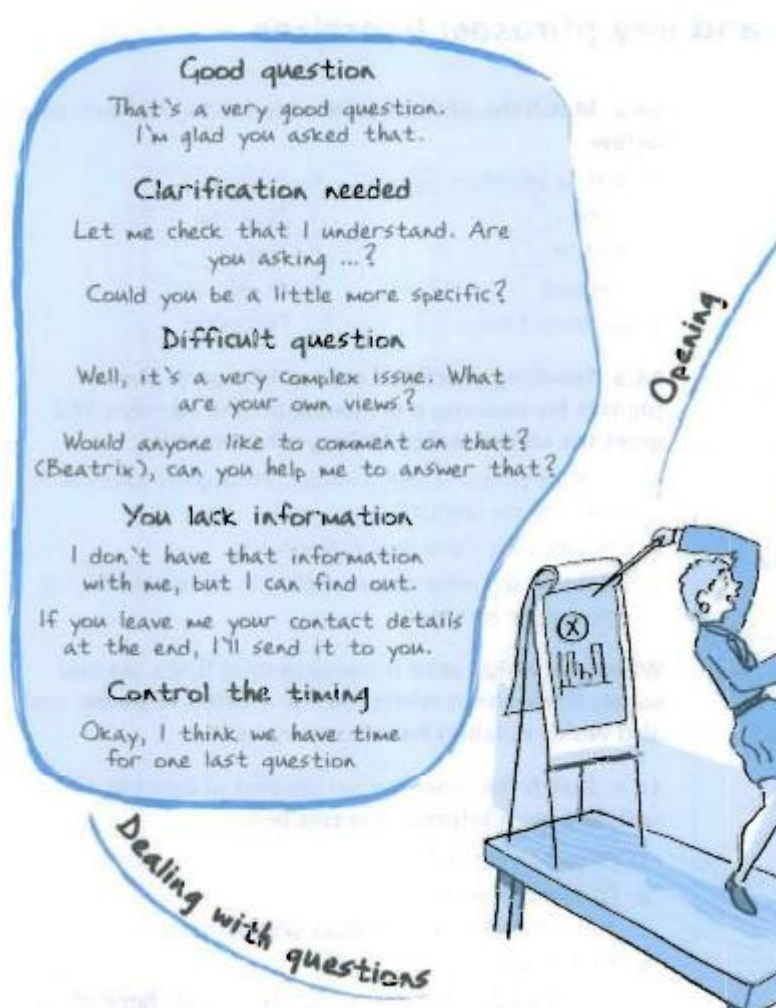
WATCH AN EXAMPLE:

[The Speech that Made Obama President - YouTube](#)



Make notes on the techniques Obama used to make his speech so effective:

DEALING WITH QUESTIONS



Notes:

INTONATION:

Q&A Sessions - Intonation

Imagine you've been asked these questions, you can repeat the question using falling intonation which turns the question into a statement:

- * What are the problems?
- * How should we go about this?
- * Is there any other solution?
- * Do our competitors have a similar product?
- * Why did you reject option A?
- * Can we justify the expenditure?
- * What are the risks associated with this?

5

19/05/2021



Notes:

WRAPPING UP

	FORMAL	INFORMAL
Inviting final questions:	<ul style="list-style-type: none"> • Does anyone have any questions or comments before we conclude today? • If you'd like me to elaborate or clarify anything we covered today, please ask. 	<ul style="list-style-type: none"> • Does anyone have any final questions? • Okay, does anyone have any questions or comments?
Responding to tough questions:	<p>a question you don't have the answer to:</p> <ul style="list-style-type: none"> • I want to answer your question completely, but I don't have that information with me right now. Could you give me your email after the presentation so I can send you a complete response? <p>a question you didn't understand:</p> <ul style="list-style-type: none"> • Could you repeat that, please? • Could you rephrase that, please? • Let me make sure I understand you completely. Do you mean that...? 	<p>a question you don't have the answer to:</p> <ul style="list-style-type: none"> • I don't have that information with me. Can you give me your email and I'll send you an answer later today? <p>a question you didn't understand:</p> <ul style="list-style-type: none"> • Could/Can you repeat that, please? • Sorry, I didn't catch that. • Are you saying that...?
Finishing and saying goodbye:	<ul style="list-style-type: none"> • If there are no further questions, I'd like to thank you very much for your attention. If you think of any additional questions, please feel free to contact me. 	<ul style="list-style-type: none"> • Well, I think that's about it. Thanks for listening. Please contact me later if you have any additional questions or want more information.



Final notes: