

Match the sub-headings (a-h) to the posts (1-8).

(a) Signposting (b) Storytelling (c) Great finish (d) Play with the language
(e) Being positive (f) Visuals (g) Humour (h) Cartoons

1 [...] Listen to 'Apple-speak', talks from Apple presenters and check out the number of times they use the words 'incredible', 'great', 'amazing'. They really enthuse the audience, and Steve Jobs himself has a great 'sense of theatre'.

2 [...] I saw a presentation where the presenter showed us one cartoon after another while he continued speaking. We processed them, laughed and followed everything he said. I still cannot understand how we did that.

3 [...] This Japanese guy hissed - menacingly - at the end of his presentation: "If you have any questions - please, HESITATE to ask." We all burst out laughing. It was so clever to change the original phrase like that.

4 [...] The presenter was speaking about supermarkets and organic foods. He picks up this grape and looks at it, saying: "This may be sprayed with pesticide". (Eats it) "I may die in two minutes. If you any questions, better make them quick!"

5 [...] I was at a talk and the speaker was blind. Of course, he didn't use any visuals, but I followed everything - that was because he repeated key phrases and guided us through his talk. Amazing.

6 [...] The presenter obviously worked in graphic design, Anyway, he stripped away all his bullet-points and just showed pictures and one or two key-words. But what pictures! Sensational. His spoken words just echoed his text.

7 [...] I just cannot understand why some things are funny and some aren't. My jokes fall flat! Humour, when you see it, always makes a good presentation into a great one.

8 [...] Don't present. Build the content into a succession of stories. Powerful magic. So, what did I learn from this exercise? There doesn't seem to be one thing that makes a presentation great. Good presenters do what they do well by employing all sorts of tips and tricks. I think you have to know and respect the rules first and after that, breaking the rules is possible. After all, Martin Luther King did it through rhetoric, not PPT!

a - e	humour	talk	contact	appearance	knowledge
f - j	preparation	language	attitude	voice	visuals

To be a good presenter you need ...

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|---|--------------------------------|---|-------------------------|
| a | a well-structured _____ | f | an enthusiastic _____ |
| b | thorough subject _____ | g | a strong _____ |
| c | a smart and professional _____ | h | a creative use of _____ |
| d | a good sense of _____ | i | expressive body _____ |
| e | good eye _____ | j | careful _____ |