

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 ...

- | | | | |
|---|--------------------------------|---|-------------------------|
| 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 _____ |

Match the presentation openings to the techniques they exemplify.

Presentation openings	Technique
a How many of you here today have ever been in the situation where you wanted to get cash from the bank on a Sunday?	1 Making a topic statement
b I remember the time when I was asked a difficult question in an interview and had no idea what to say.	2 Giving an amazing/surprising fact/statistic
c What's the biggest problem that car drivers face today?	3 'Visualisation' of statistics
d We have found that four out of every five homeowners don't have adequate insurance cover.	4 Personalisation through rhetorical/genuine questions about audience's experiences
e With this product you'll be able to slash 35% off your fuel bills.	5 Personal anecdote
f Today I'm going to talk to you about the new staff training programme.	6 Stating a problem/personalisation through rhetorical/genuine questions about general issues
g Did you know that Americans on average eat 18 acres of pizza every day?	7 Showing the benefits and opportunities of your product/service etc.

Listening

3:00-3:30 Listen to five presentation extracts A-E. Match each extract to one of the guidelines below.

- ☐ Don't put too much data on slides: no more than six lines of text, and no more than six words per line.
- ☐ Too many visuals confuse the audience: don't overload them with slides.
- ☐ Don't be too technical: adapt to the target audience, and don't read out text on slides.
- ☐ Help the audience to understand by introducing, highlighting and explaining the most important information.
- ☐ Check all materials and equipment, and have backups for everything.

Discuss the following ideas with your friend

- 1- I should involve my audience
- 2- I should use surprising facts
- 3- My audience may lose their concentration if I move while delivering the presentation
- 4- I should not use approximate information; it's important to give exact figures.
- 5- It's a good idea to ask the audience questions
- 6- I must maintain eye contact
- 7- I should use formal language
- 8- I must write out the whole presentation; that makes me more self-confident
- 9- Rehearsal is the most important part of preparing
- 10- I must memorise the sentences I will say in my presentation

11- Good organisation helps me remember, and helps them understand

12- Go faster to excite

13- Give emphasis with voice and body

14- I should prepare answers to questions which I expect

15- Pausing makes the audience lose concentration

16- Repetition is boring and time wasting

17- Presenting is like taking your audience from start to finish on a journey.

A

Guideline

You shouldn't use more slides than necessary: one or two per minute of your presentation will be enough. Don't present information in sentences and paragraphs, divide it up into individual points. Try not to present more than six points on one slide. You should reduce text to keywords and phrases: try to have no more than six words per line. Don't forget, a graph or chart is much easier to understand than a text.

B

Guidelines for slides

- 1-2 slides per minute of presentation
- Information in points, not complete sentences
- Maximum six points per slide
- Reduce to key words and phrases
- Maximum six words for each point
- Graphs and visuals wherever possible

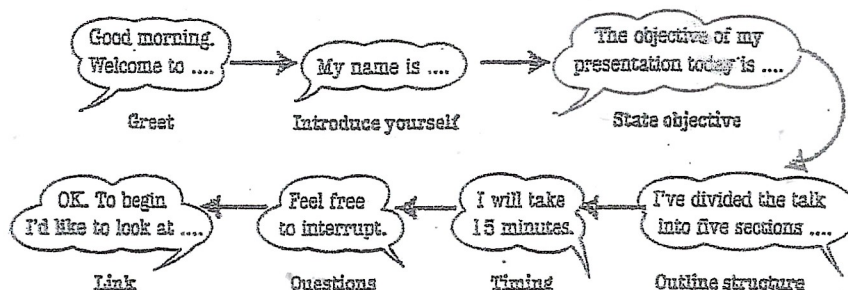
C

Guidelines for slides

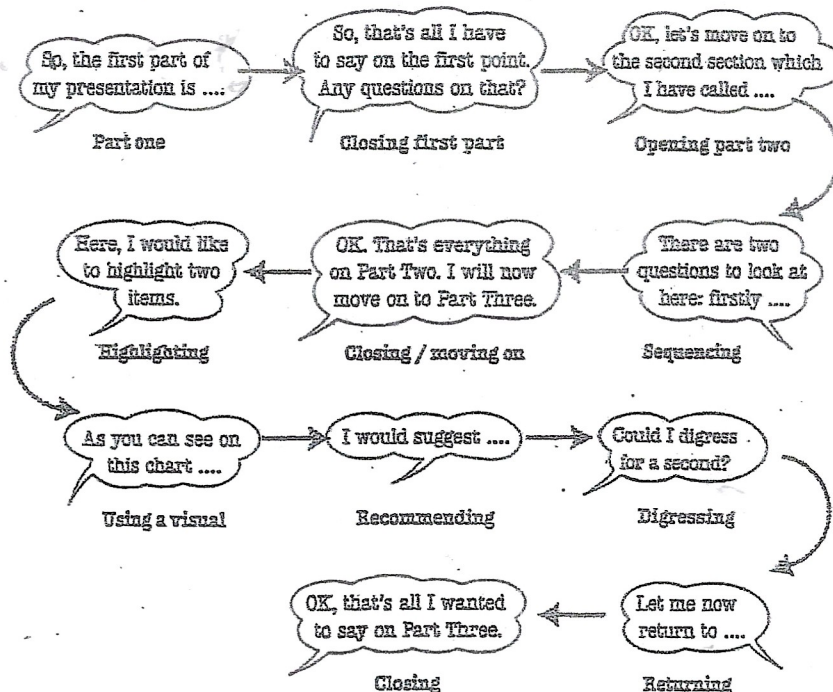
- 1-2 slides / minute
- info in points
- max 6 / slide
- keywords only
- max 6 words
- visuals best

Presenting at a glance

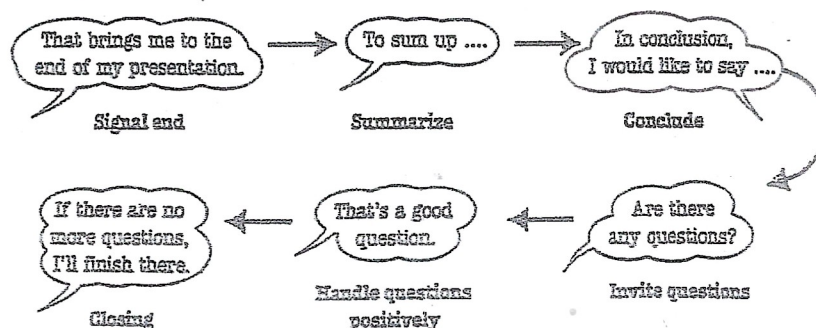
Introduction

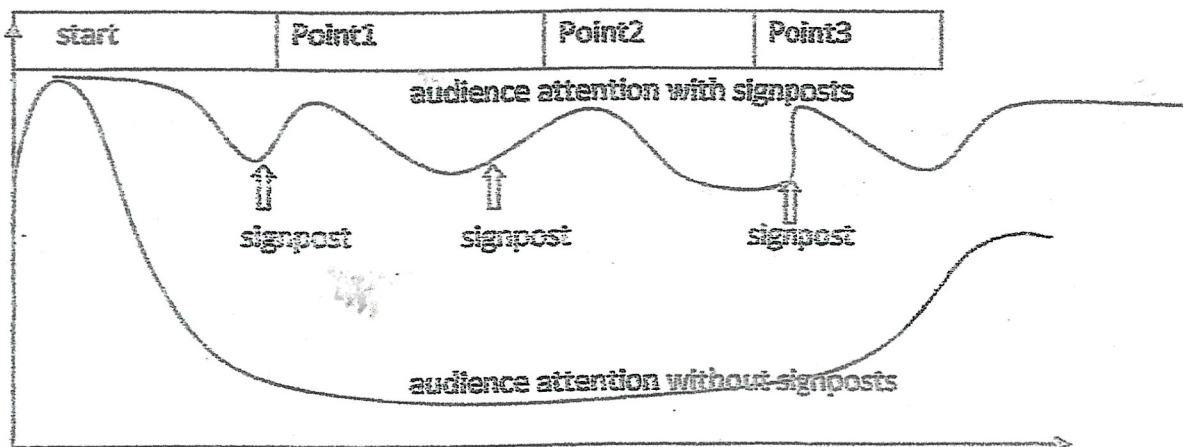


Main Body



Ending





The following expressions help you to give a clear structure to a presentation. Complete them using the correct preposition.

to on of off for back about up

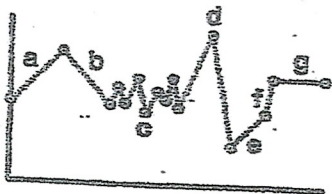
- 1 To start _____, then, ...
- 2 To move _____ to my next point, ...
- 3 To go _____ to what I was saying, ...
- 4 To turn now _____ a different matter, ...
- 5 To say a bit more _____ that, ...
- 6 To give you an example _____ what I mean, ...
- 7 To digress _____ a moment, ...
- 8 To sum _____, then, ...

Which of the expressions above are used to

- a return to an important point? ☐
- b repeat the main points? ☐
- c talk about something unconnected? ☐
- d begin the presentation? ☐
- e expand a point? ☐
- f change the subject? ☐

Lexis link

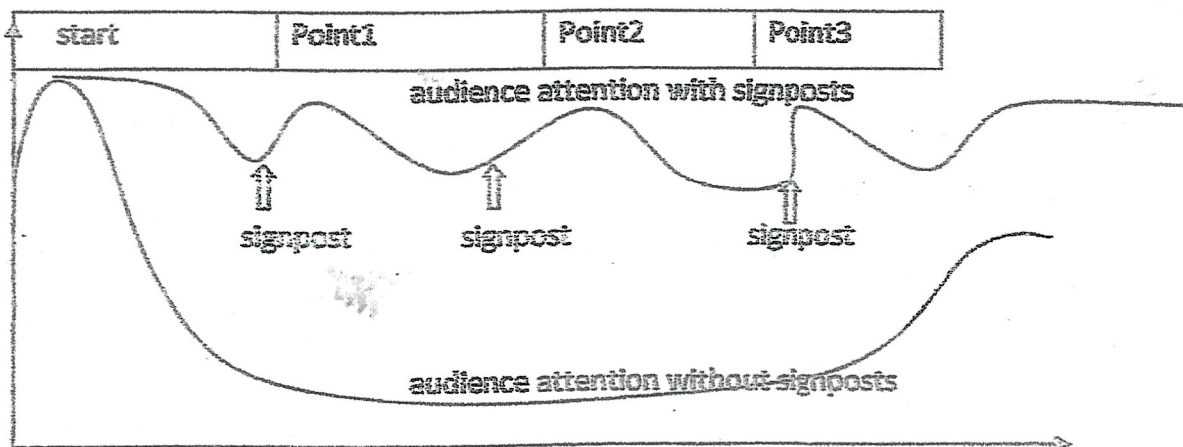
for more on the vocabulary of presentations see page 105



You can draw attention to your visuals by using the phrases below. Complete them using the words in the box.

give see point have show

- 1 _____ a look at this.
 - 2 As you can _____, ...
 - 3 I'd like to _____ out ...
 - 4 Let me _____ you something.
 - 5 To _____ you the background to this.
- 2 Which parts of the graph on the left do the following verbs refer to?
- rise ☐ level off ☐ fluctuate ☐ peak ☐ recover ☐ bottom out ☐ fall ☐



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to	on	of	off	for	back	about	up
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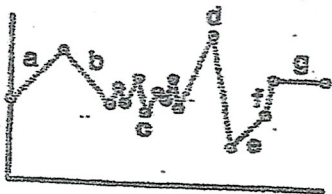
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Lexis link

for more on the vocabulary of presentations see page 105



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give	see	point	have	show
------	-----	-------	------	------

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