

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 \_\_\_\_\_
- b a thorough subject \_\_\_\_\_
- c a smart and professional \_\_\_\_\_
- d a good sense of \_\_\_\_\_
- e good eye \_\_\_\_\_
- f an enthusiastic \_\_\_\_\_
- g a strong \_\_\_\_\_
- h a creative use of \_\_\_\_\_
- i expressive body \_\_\_\_\_
- 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 3.1-3.2 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.

