**Attention-getters**

Attention-getters are devices used at the beginning of a presentation to entice the audience to continue listening. Some useful attention-getters include the following:

* Asking a thought-provoking question

E.g. *Have you ever thought about how computers will evolve over the next 100 years?*

* Citing a quotation from someone authoritative in the field

E.g. *Hippocrates, the “father of medicine”, once said, “It is more important to know what sort of person has a disease than to know what sort of disease a person has.”*

* Referring to an unusual event or fact

E.g. *Human babies come to the world more vulnerable than most other creatures in the world. But over the next year, they transform from the most helpless of creatures into the most capable, the only primate who walks on two legs.*

* Providing significant statistics

E.g. *According to the International Organization for Migration, the number of people displaced by rising sea levels will be as high as 200,000,000 by 2050.*

* Using suitable humor

E.g. *Creativity means thinking out of the box. Orville Wright did not have a pilot’s license when he took to the air.*

* Asking the audience to imagine

E.g. *What is a smart home? Imagine calling your smart kitchen to get dinner started when you are ready to go home. Imagine using your cell phone to set the temperature to a comfortable level before you reach home. Imagine receiving a text message or an email in case of a gas leak or a fire in your house.*