



School of Applied Linguistics
ILC Institute of
Language Competence

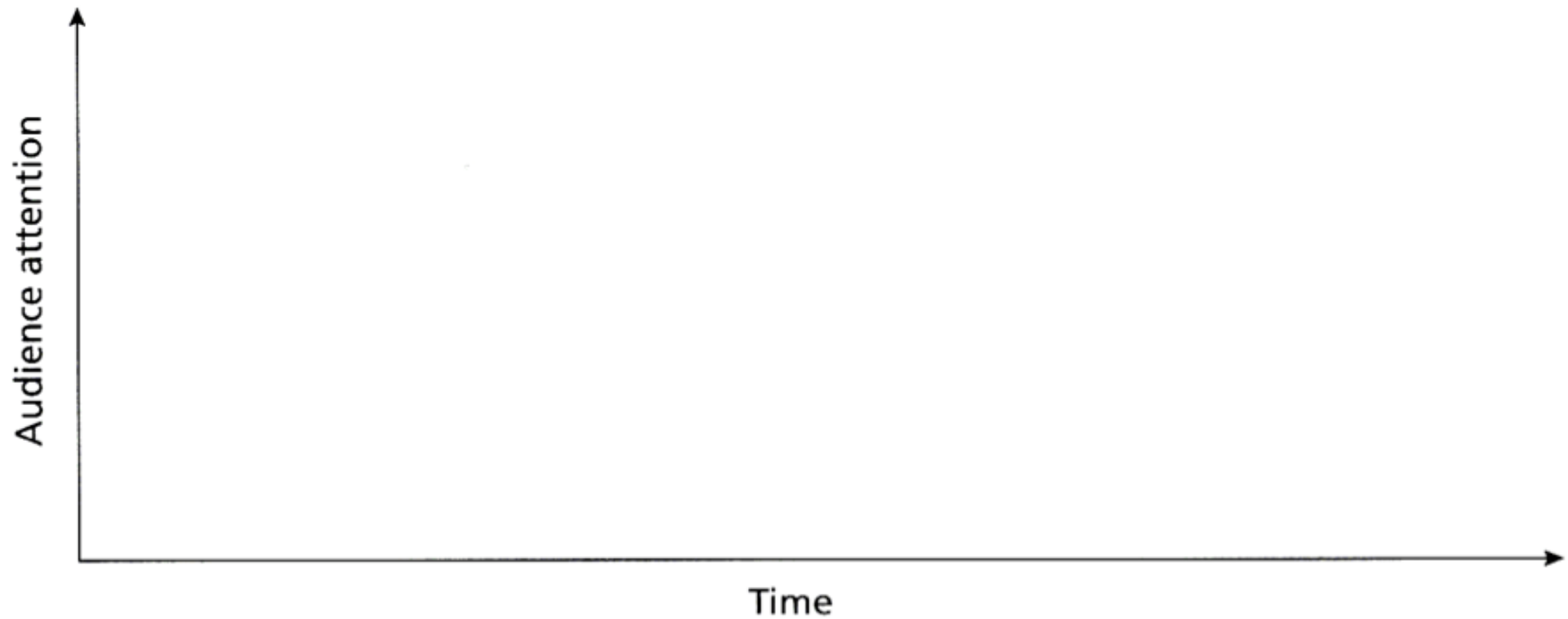
Effective Presentations

SW13

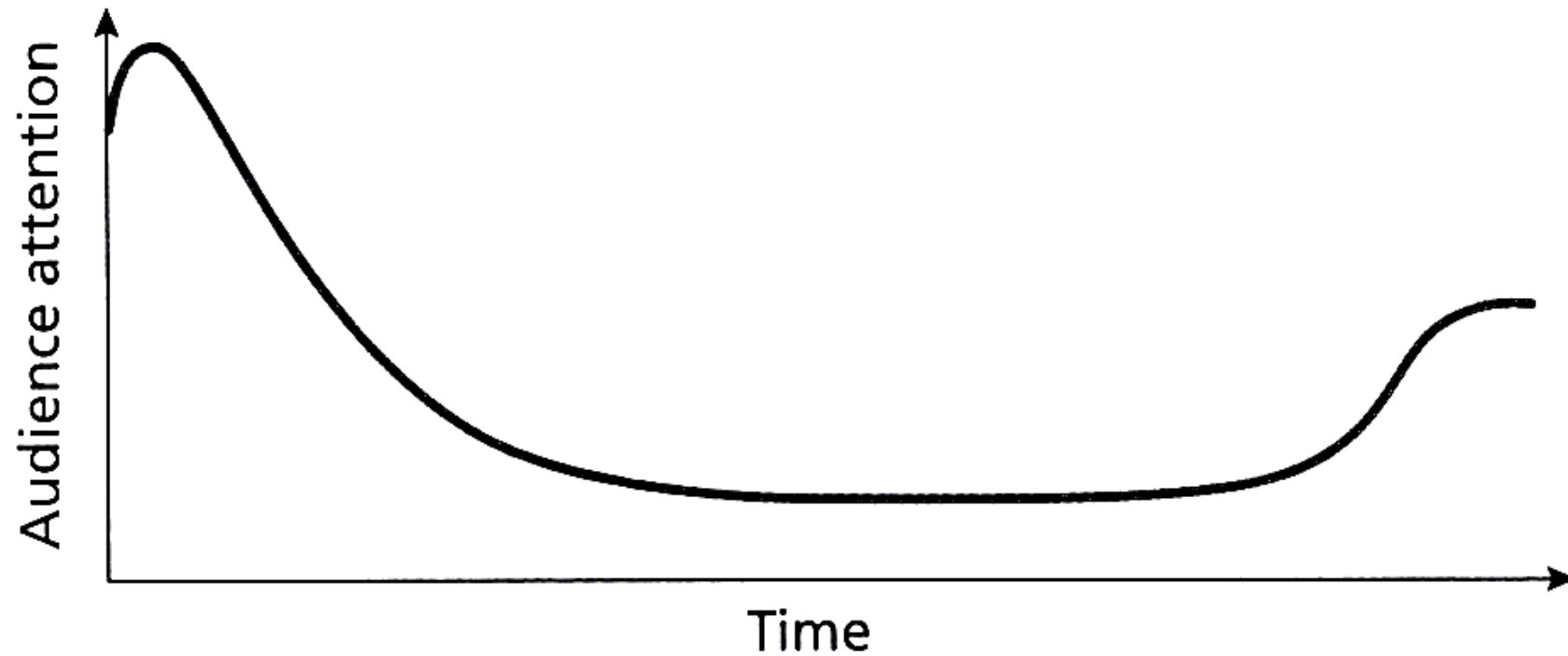
Zurich Universities of
Applied Sciences and Arts



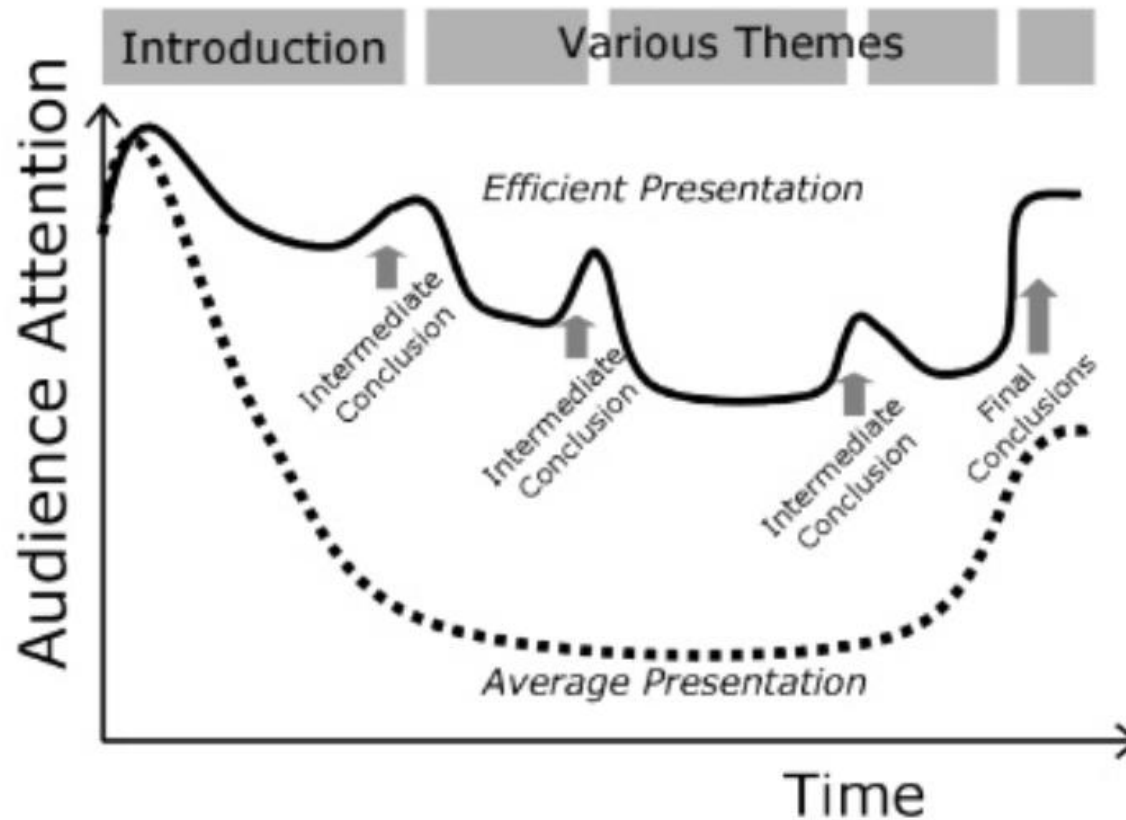
The attention curve



The attention curve



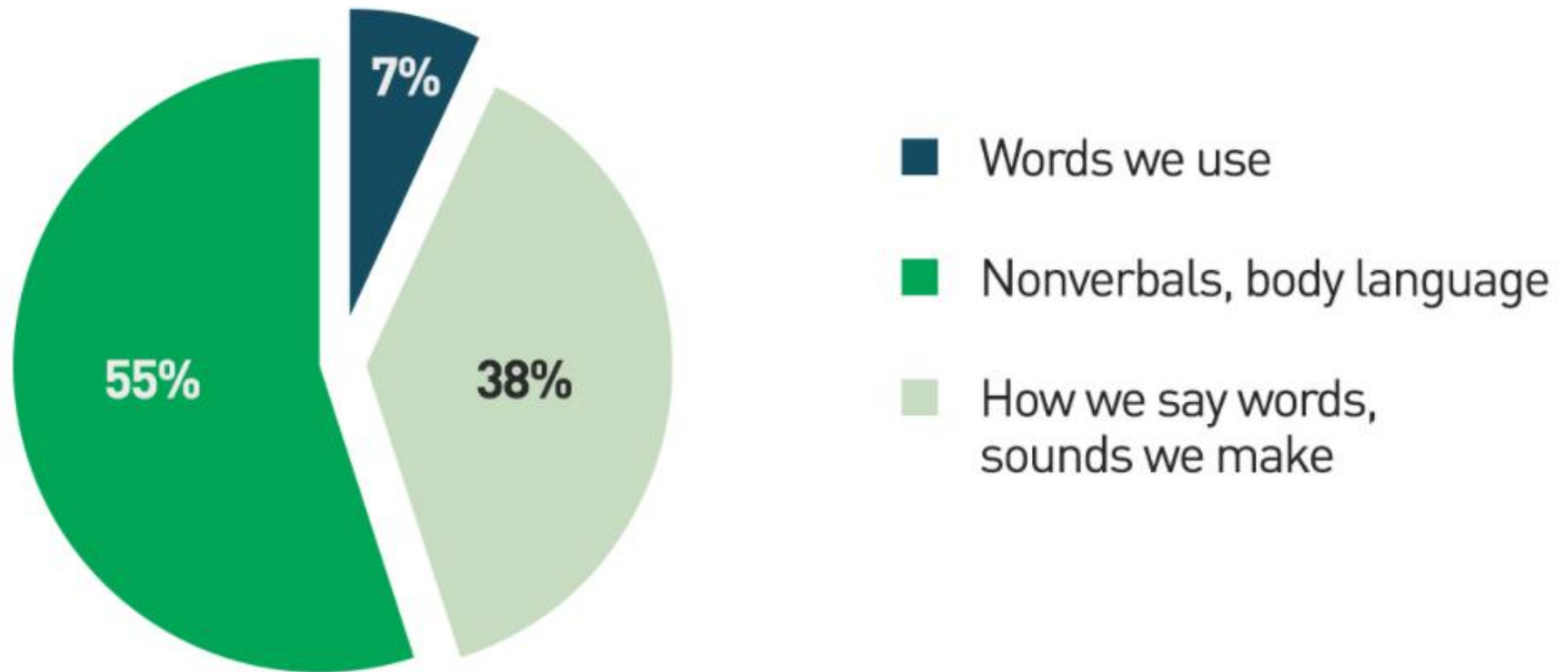
Structure: Signposting



Source: Williams, Erica J. (2008): Presentations in English. Find your voice as a presenter, p.17.

EFFECTIVE PRESENTATIONS

Myth: How we communicate



Source: Mehrabian, Albert (1981). Silent messages: implicit communication of emotions and attitudes.
2nd ed. Belmont, Calif., Wadsworth

Leverage your voice

- Your voice becomes more important. Therefore, use stress, intonation and emphasis.
- Record yourself and identify weaknesses and strengths.



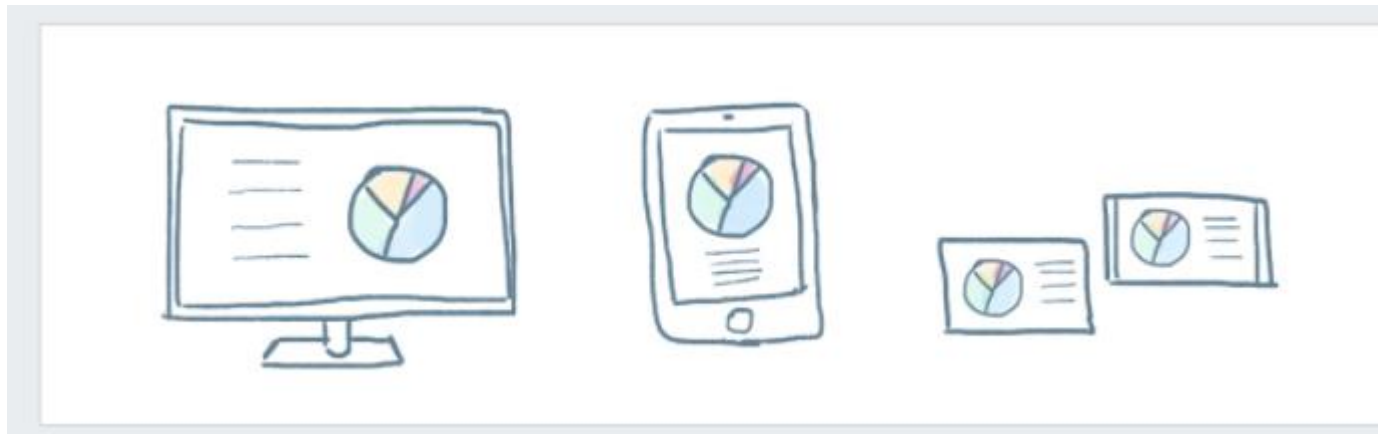
Embrace the pause

- Long monologues without pauses discourage active participation. Include pauses between different parts of your presentation.



Simplify your slides

- Keep your graphics simple and crisp and limit your animations to simple fades and transitions.



Start on time

- Make sure to start on time and wait until the audience is focused on you.



End on time

- Make it very clear upfront that you plan to stop at a specific time.
- When that designated time arrives, deliver your closing and answer any further questions later or reply by mail.



Your final presentation: Dry run (optional)

- Before you give your final presentation during the exam weeks, you will have the opportunity to deliver your talk and receive feedback from me. This dry run (not graded/optional) will take place on:
 - via MS Teams
 - Saturday, 14 January: **09.00 – 12.00**
 - Friday, 20 January: **10.30 – 13.00**
- If you would like to use this opportunity, please send me an email (matg@zhaw.ch) **3 days before** the latest. I will then allocate a time slot to you.