***Presenting in English***

1. **Watch the video [https://www.youtube.com/watch?v=kcoch-Mpgls&t=52s] on the art of storytelling and then discuss.**
2. Why is the art of storytelling a collaborative act?

-

1. Explain the sentence: “our campfire is now the whole world”.

-Internet replaced “campfire”

1. What is “presentation literacy”? Why can it be considered a superpower?

-To present ur ideas

1. **Think of successful talks you’ve been to in the past. What made them so successful?**
2. **What are some effective ways to start a presentation?**
3. **How do we structure a presentation?**
4. **Match the halves to make phrases.**

1) in on the statistics

2) in with the next information

3) up to date on the topic

4) away a bit

5) off by discussing

6) on this point

7) by saying a few words

8) for time

9) a full breakdown of data

10) on to the next point

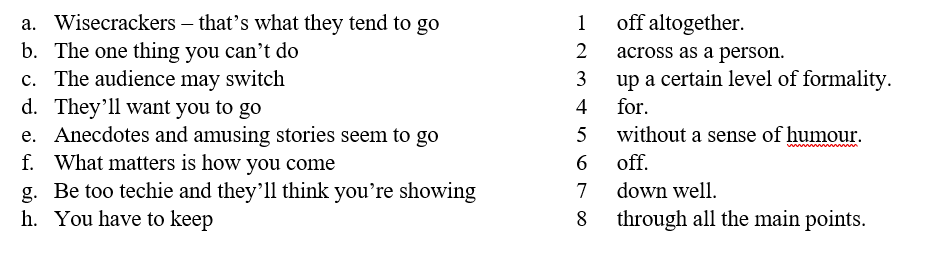
* 1. a) start 7
  2. b) bring 3
  3. c) give 9
  4. d) fill 1
  5. e) kick 5
  6. f) tie 2
  7. g) move 10
  8. h) get carried 4
  9. i) be pushed
  10. j) expand 6

1. **Complete the following list of elements that make a good presentation, using the words in the box.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *humour* | *talk* | *contact* | *appearance* | *knowledge* |
| *preparation* | *language* | *attitude* | *voice* | *visuals* |

**To be a good presenter, you need ….:**

1. a well structured \_\_\_\_\_\_\_\_\_\_\_
2. thorough subject \_\_\_\_\_\_\_\_\_\_\_
3. a smart and professional \_\_\_\_\_\_\_\_\_\_\_\_
4. a good sense of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. good eye \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. an enthusiastic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. a strong \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. a creative use of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. expressive body \_\_\_\_\_\_\_\_
10. careful \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. **Match the phrasal verbs in the following sentences:**



**8. Read the excerpts from a presentation and put them in the correct order. Discuss how each of them could be improved.**

a) That’s why today we are going to talk about cross-cultural communication. Let’s kick off by discussing some cultural biases that we are all familiar with.

b) This ties in with my last point – disagreeing productively. We have to keep in mind that when it comes to disagreement, what works nicely in one culture may be inappropriate in another. But with a little of effort and creativity you may learn something from opposing views and keep the relationships. So that’s the end of my presentation. Do you have any questions?

c) Let’s move on to my next point which is feedback. Here we should keep in mind that people can be upgraders or downgraders when criticizing someone or something. Understanding the difference should help us to receive and interpret any feedback.

d) Let’s start our presentation. My name is Julia and I’m a communication coach at ABC company. I have majored both in psychology and international relations. Through years of working with people around the world, I’ve got a good grasp of people’s communication styles and defined main approaches to successful communication.

e) But that’s not the topic of our presentation today. As I was saying, whether we want it or not, we are often misguided by our own perception and stereotypes. Especially, when it happens to be an awkward or stressful moment.

**9. Look at the words related to presentation and match them to their meanings.**

a) deviate 3

b) recap 2

c) takeaway 5

d) scope 4

e) breakdown 6

f) outline 1

MEANINGS:

1) description of something without details

2) the act of repeating the main points

3) start talking about something irrelevant to the topic

4) the range of the topic covered in the presentation

5) the main idea of the presentation

6) a division of information into parts so that you can see all detail

**10. Read some excerpts from a presentation and decide which words from the previous exercise they are examples of (deviate, recap, takeaway, scope, breakdown, outline):**

a) “We are going to cover some areas where blockchain can empower women: from owning property to doing business internationally.”

b) “I’ve divided my presentation into three main parts: we’ll start with defining what blockchain actually is. Then, we’ll talk about all the opportunities it gives to women. Finally, we’ll look at some real-life examples.”

c) “Let me go over the crucial points one more time. Many women don’t have IDs, let alone bank accounts. Therefore, they are extremely limited in who they can work for.”

1. d) “To explain this more clearly, I’m going to break this data down into the following categories: data showing the financial status of women in these areas before this application was introduced, the numbers that we received after the first year and the current numbers.”
2. e) “Women can make P2P transactions and it will allow them to receive money without a bank as an intermediary. Speaking of banks, in some places it’s not even an option as banks are located far from residential areas and the absence of the infrastructure makes it hard or even impossible to get there. Moreover, public transport might be quite dangerous for women. Sorry, I got a bit off topic. Back to the main point…”
3. f) “Basically, the main idea of my talk is to show the empowering force that blockchain is and to emphasize the need to educate women on how to use it.”
4. **Discuss the statements. Say whether you agree or disagree and explain why.**

* Any deviation from the topic is bad for the presentation flow.
* It is important to present the outline as it tells people what to expect and builds interest.
* There’s no need to recap every point before moving to the next one if you see that people are following.
* People should be able to understand the takeaway of your presentation without you emphasizing it.

1. **Match the halves to complete the phrases:**

1) run

2) robotic

3) your game

4) up

5) home run

6) crannies

a) step up

b) rev

c) dry

d) nooks and

e) hit a

f) be stiff and

**13. Read the sentences and complete the gaps with the phrases from the previous exercise. Discuss if you agree with these sentences.**

a) Make a joke at the beginning of your presentation to seem more sociable and to ……………………… the audience.

b) The audience will only trust you if they feel that you know all the ……………………… of the topic you present.

c) Doing a ……………………… in front of the mirror is not the same thing as doing it in front of an audience.

d) It doesn’t matter if you are ……………………… as long as the information you present is valuable.

e) There’s no better way to ……………………… and do better presentations than actually doing it many times.

f) The more visual aids you use, the better your chances to ……………………… with your presentation are.

1. **Complete the phrases with one word. Sometimes two options are possible.**

a) My goal is to give you a full breakdown ………. the statistics in this area.

b) ………. a nutshell, this idea is worth a shot.

c) So, I’ll begin by filling you ………. on the background to the story.

d) Let me start ………. saying just a few words about my own background.

e) And then, I’ll go ………. to highlight what I see as the main points of this topic.

f) Let me expand ………. this point.

g) The purpose is to bring you up to date ………. the main tendencies.

h) Well, this brings me ………. the end of my presentation.

1. i) Let me just run ………. the main takeaway again.
2. j) Since we are pushed ………. time, let’s move ………. to the results.
3. k) Let’s kick ………. by discussing the influence of this trend.
4. l) Sorry, I got carried ………. a little.
5. m) This ties ………. with our next slide.
6. **Look at the ways to start a presentation effectively. Discuss what each of them means.**

• a problem

• amazing facts

• a story

1. **Look at the phrases below and match them to the techniques in the previous exercise.**

a) Have you ever wondered why it is that...?

b) You may have heard about...

c) According to a new study...

d) I read somewhere the other day that...

e) Have you ever been in a situation where...? I remember when...

f) How many of you have ever...? Do you think it’s possible?

g) Did you know that...?

1. **Work in groups. Think of an effective start for each situation**.

a) a smartwatch presentation

b) a sales pitch for a time-management app

c) the annual report of the company that manufactures ergonomic chairs

d) an elevator pitch at a tech conference (you would like to present your pet project related to home security)

e) a motivational talk about developing good habits

f) presenting a new email service to the team

1. **Discuss the questions.**

• What is the most useful device in your life? Why?

• Do you know Apple products? Have you ever used them?

• What might be so appealing about Apple products that millions of people around the world decide to buy them?

• Each year, Apple organizes the so-called keynote to present their products before their launch. Have you ever seen such a presentation?

1. **Watch a video [https://youtu.be/ZcnzLN71uLg] and complete the gaps in the rules of Apple’s keynote presentations with one word each. Mention three things that make Apple’s presentations stand out.**

• Show new products by telling a story.

• Include several ………………… throughout a presentation to build suspense leading up to a product reveal.

• Present products as devices which bring people together and improve lives.

• Describe everything with …………………

• Talk in ………………… more often than specifics when presenting technical specifications.

• Use fancy marketing terms like Retina or 3D Touch.

• Keep the message clear and simple, use a single ………………… per slide.

• Make sure your presenters are experts at keeping the audience engaged.

They should tell people exactly what to think.

• Talk in a conversational tone and make people feel that it’s a ………………… presentation they were invited to.

1. **Discuss the questions.**

• Apple’s presentations build huge anticipation before a product launch. Do you think it’s a good selling method?

• In your opinion, are Apple’s keynotes persuasive?

• Which rules for Apple’s presentations do you find most useful when it comes to presenting new products?

• Have you ever presented a product or a service? What might be difficult about presenting?

1. **PRESENT A MOBILE APP! In groups of 4-5, think of a mobile app that you’d like to present for a larger audience. It can be something you have and use, or an app you’ve read about online. Think of its most important features, advantages and appearance. When presenting the application, use some of the adjectives from the box.**