

**PRESENTATIONS:**

The key to a good presentation lies in the:

Planning

Preparing

Practising

Delivering

* 1. **PLANNING**

*What is the purpose of your presentation?* Why are you giving a talk or seminar?

The purpose of your presentation will determine how you structure it, what information you will include, what format you will adopt, the type and form of your visual aids, etc.

*Who is your audience?*

What will they know of your subject?

What background information do you need to provide?

What technical terms or complex matters will you need to explain and what can you assume they already know?

How can you keep them interested?

What questions might they ask?

Will your presentation be marked? If so, what are the marking criteria?

* 1. **PREPARING**

# The introduction

Introduce your talk with a brief overview of the points you will cover, locating the topic in its wider context and clearly stating your argument or thesis. Describe what the presentation is about and how it will develop. For example:

‘I’m going to talk about ...’

‘This morning I want to explain ...’

‘The points I will focus on are first of all ...Then ...This will lead to ... And finally...’

Tip: *Display the outline of your talk in key points on a slide.*

Try to begin with an attention grabber to capture your audience’s interest, e.g.,

a startling fact;

a cartoon;

a pertinent question;

an interesting statistic;

a dramatic visual aid

Tip: *Avoid telling a joke unless you know it is going to work. If it falls flat, so will your confidence.*

## The body of the presentation

Decide the main ideas you want to get across and group them into logical and coherent ‘chunks’ of information.

Decide on a clear structure to present your topic.

Keep focused on what’s important.

Ensure that key ideas stand out.

Keep relevant and to the point. Omit trivial ideas and waffle.

Provide the necessary evidence to support your conclusions.

Use clear examples to illustrate your points.

Use ‘connective devices’ to move from point to point, to help your audience follow your line of reasoning, e.g.,

‘The next point I want to make is ...’

‘From this we can see that ...’

‘As a consequence ...’

‘In spite of this, the results showed that ...’

‘An example of this was when ...’

‘On the other hand, it is also true that ...’

### The conclusion

Conclude by briefly summing up everything that you have covered and restate your thesis and your findings. For example:

‘to sum up…’

‘From this we can see ...’

‘To recap the main points ...’

‘My intention was to show that ... and the results confirmed that ...’

Thank the audience for their attention and ask if there are any comments or questions.

Tip: Be prepared for questions but if you cannot answer, don’t be thrown. Think of some strategies to handle any tricky ones.

1. **Match the following sentences (1-10) with its relative situation from a to g.**

| * 1. Thank the audience for coming   2. Introduce yourself   3. Give your job title   4. Give the title of your presentation | * 1. Give structure   2. Ask for questions   3. Start your presentation |
| --- | --- |

1. So, first of all, let’s take a look at …
2. The presentation will be divided into 3 parts. First, I will talk about… Then, I will move on to…
3. I’m very grateful that you could all come here today.
4. If there’s anything you would like to ask me, please feel free to interrupt me.
5. I’m (quality manager/purchasing manager/media officer/project officer/engineering manager/IT manager/safety manager/production manager/plant manager/head of research/)
6. Welcome to my presentation. My name is…
7. The subject of my presentation today is…
8. **Take a look at the following presentation expressions and classify them as follows.**
9. Introduction/ Body of the presentation
10. Conclusion

* I would like to start talking about….
* To sum up…
* Now, let’s move on to the second part of this presentation.
* The next point I want to make is…
* In spite of this, the results showed that…
* The aim of this presentation was to…
* My intention was to show that… and the results confirmed that…
* An example of this was when…
* On the other hand, it is also true that…
* I’d like to conclude by summing up and making recommendations.
* With regard to this, …

**PITCHES**

Typically, pitches contain the following elements:

**1. Vision and value proposition**

Explain your product idea clearly and briefly and explain the benefits it brings.

We aim to modify our present process to enable us to produce a paint that will dry faster, even at low temperatures and in locations with high humidity. The paint manufactured with our innovatory production methods offers various advantages in sustainability: it is non-flammable and does not release high quantities of volatile organic compounds (VOCs) into the air.

This short formulation of the idea and its benefits is called an elevator pitch.

1. **The problem**

By introducing the listeners to a real-world problem, you can prime your listeners for the moment you describe the details of your product as a solution. For whom is there a problem? Why is the problem important enough to solve? Why now? In this way, you can

• increase the anticipation of the audience

• demonstrate why your product or service is important

• highlight the benefits that your solution will bring.

It helps a great deal if you can appeal to your listeners on an emotional as well as a rational, analytic level. For example, if you can tell a story around the problem you have identified, you can

• capture your listeners’ interest with a compelling narrative

• give your ideas human relevance, showing them how you product can solve existing problems and improve lives

• help the listeners to see the personal significance of your product idea for them or others, and perhaps even get them excited.

Pictures can be very powerful here in making an impact on the listeners.

1. **The solution**

Here you can describe your innovatory product.

• How does it “come to the rescue” and solve the problem mentioned earlier?

• What are the toughest challenges in solving the problem, and how will you overcome them?

• Can you give a good, concrete example to demonstrate how you can implement the idea successfully?

1. **Resources needed**

A good pitch indicates to the listeners what sort of resources are required to develop the product, and over what period of time. Often, this means credible estimates of what capital is needed for product development and what are the other costs involved in areas such as manufacture, marketing and distribution.

1. **Roadmap**

In charting out the journey you are taking in developing your product, you can address questions such as these:

• How far have you come with your innovatory idea?

• What have you achieved so far: do you have any concrete examples of successes to help prove that your idea is worth investing in?

• What are the next concrete steps to be taken?

• What are your key milestones?

1. **Team**

You also need to provide evidence of how well you are equipped to develop your product idea.

• What credentials does your team have to develop a solution to the problem?

• What abilities and skills does the team have?

1. **Competition**

You need to show that you have done your homework and made an assessment of other operators working with similar ideas. For example,

• Are there other operators currently tackling the same problem?

• How does your innovation differ from their approach?

• What key benefits can you offer that the others can’t?

1. **Closing**

Never underestimate the power of the closing words! Use the final minute, for example, to reinforce the benefits of your innovation, or inspire the listeners with your future vision.

When pitching your product idea, exercise your creativity and imagination. Set the world on fire with your dreams and aspirations!

| Sources:  Berkun, Scott. 2015. http://scottberkun.com/essays/38-how-to-pitch-an-idea/ (Accessed 14.12.2020)  Parsons, N. BPlans. The 11 Slides You Need to Have in Your Pitch Deck. http://articles.bplans.com/what-to-include-in-your-pitch-deck/ (Accessed 14.12.2020)  Rister, A. Pitching versus presenting. https://alexrister1.wordpress.com/2013/05/14/pitching-versus-presenting/ (Accessed 14.12.2020) |
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1. **Watch the following video about Polar Bear Pitching “Polar Bear Pitching 2017 – Proximi.io”:** [**https://youtu.be/cRkmTYOt-vU?feature=shared**](https://youtu.be/cRkmTYOt-vU?feature=sharedPAy)

Pay ttention to all the elements a pitch presentation must have and which are present in the clip.

1. **Unscramble the sentences in the box, matching elements from columns 1, 2 and 3 in order to get sentences, that show ways of getting the audience’s attention when starting a presentation. Then, match the sentences with the categories they represent from a to g.**

| a. Rhetorical question b. Question c.  Quote d.  Interesting fact  e. Telling a story f. A provocative statement g. A problem to think about |
| --- |

| **1** | **2** | **3** |
| --- | --- | --- |
| We are effectively wasting | why you're going to fail | on top of a bunk bed... |
| Imagine that companies  which | we were playing | have seen a 13% increase in ROI within just 3 years. |
| Reportedly, Albert Einstein said | it's possible to control someone's attention | we go beyond them. |
| Can we really | invested in speech recognition | Of course, we can! |
| When I was seven years old and my sister was just five years old, | that once we accept our limits | no one will ever purchase. |
| I want to discuss with you this afternoon | over $1.2 billion per year on producing clothes | to have a great career. |
| Do you think | compete with the Chinese? | and predict human behaviour? |

1.

2.

3.

4.

5.

6.

7.

1. **Read the following short paragraphs on how to get people excited about your ideas and match them with the appropriate title.**

| a. Start with a problem | d. Strengthen memories by telling a story |
| --- | --- |
| b. Link your message to the listeners’ own experience | e. Amaze or inspire your listeners |
| c. Use a FAB analysis | f. Exploit the precious moments at the start and end |

1. Start by identifying the special features of your product. Next, recognise what advantages those features offer to the users. Finally, and most important, understand what personal benefits the advantages will bring to users.

2. We know from our childhood how we can become completely absorbed in a story. The narrative of a good story carries us with it, and our minds are active trying to anticipate what will happen next. But even more, stories can make us feel as well as think! Memories based on feelings can be long-lasting, which means that the listeners are unlikely to forget your message very soon. So, if you can build your presentation around a story, this can be very compelling.

3. Human beings love problems! If a speaker presents the audience with a problem, their brains will shift into gear and start thinking. Once the speaker has activated their minds, they will be a captive audience, anticipating a solution to the problem and receptive to what the speaker wants to say.

4. There seems to be some evidence that the pieces of information that people hear first and most recently are those that they remember best. This means that you can benefit from the knowledge that your audience is more likely to remember the beginning and end of your presentation. Since what you say to the listeners at those points is likely to be memorable, make sure your opening and closing words are truly worth the attention of the audience.

5. You can capture your listeners’ imagination in other ways too. If you can introduce some astonishing, stirring, fascinating or even shocking detail, you have a good chance of getting the audience on your hook. You can do this in many ways, for example, by quoting some remarkable statistics, pointing to a time in the past or future when life is different than at present, or providing an inspiring quotation. Like stories, details like these can be very memorable, so that the audience remembers your message well after the presentation has ended.

6. If you are able to make your message personally meaningful to your listeners, they will certainly take a greater interest in what you have to say. Can you link your ideas to their lives and interests?

**PREPARING YOUR PITCH PRESENTATIONreparing (Assessment 1. 15 points):**

**Think of an innovative idea in engineering/architecture (e.g. An electric toaster with tactile functions and other extra features) and do a pitch presentation about it.**

- Record yourself speaking for 1minute 30 to 2 minutes using the platform Vocaroo (<https://vocaroo.com/>)

- Download your recording

**Remember to talk about**

1. yourself (introduction)
2. an existing problem
3. a solution
4. the market size and opportunity
5. the product
6. traction (the numbers of sales you’ve made, the major goals you’ve achieved till now and the next steps)
7. your team
8. your competitors
9. financials and,
10. investment and use of funds

**ADDITIONAL EXERCISES**

**EXERCISE 1:** Complete the sentences on the left with the items on the right

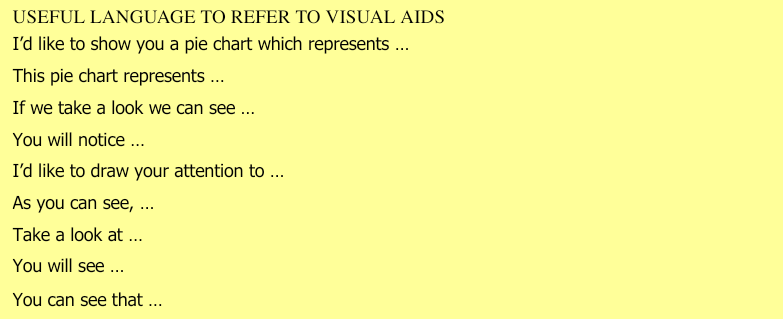
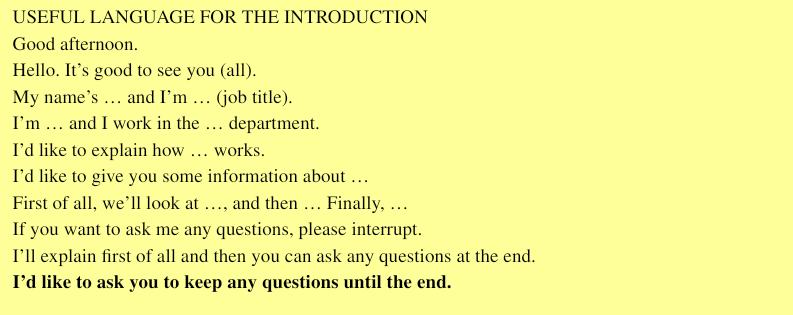
| 1. I’ve divided this section of… | **a. our discussion of saving data to XML files** |
| --- | --- |
| 2. Let’s look at… | **b. the presentation into three parts** |
| 3. That’s all I want to say… | **c. about sales projections for next year** |
| 4. As we covered during… | **d. each of these aspects in more detail** |
| 5. Recalling our look… | **e. at the development of the product** |

**EXERCISE 2:** Match the actions on the left with the sentences on the right

| 1. To give detailed information of… | **a. I would like to turn to the issue of marketing** |
| --- | --- |
| 2. To move on… | **b. So, to recap, our sales in the first quarter have been strong in all regions** |
| 3. To go to a point earlier in the presentation | **c. I’d like to conclude by discussing the future of our company** |
| 4. To go to the next subject | **d. Let’s go back to the first part of the agenda** |
| 5. To change to another subject | **e. I’m now going to expand on the issue of price** |
| 6. To bring to an end | **f. Next, Peter is going to explain our marketing strategies** |
| 7. To repeat/summarize a previous part | **g. Let’s move on to the situation in our overseas markets** |

**EXERCISE 3:** Decide what is the best order to present these points in a talk on hybrid cars.

|  | (A) Why are hybrid cars becoming popular? |  | (F) When is the petrol engine used? |
| --- | --- | --- | --- |
|  | (B) How is the battery charged? |  | (G) Some popular makes |
|  | (C) What is a hybrid car? |  | (H) The two basic types |
|  | (D) When are both the engine and motor used? |  | (I) When is the electric motor used? |
|  | (E) The future of hybrid cars |  |  | |





| **Material** | Pitch Decks reading  Video: Polar Bear Pitching 2017 “<https://youtu.be/cRkmTYOt-vU>” |
| --- | --- |
| **Objectives** | Students will be able to…  present an idea to a specific audience in two minutes  sell a product by engaging the audience |

1. **Read the following text and answer true or false.** **If the answer is false, explain why.**

WHAT IS A PITCH?

The primary aim of a pitch is to convince stakeholders that you have a product that is worth their investment. Your main goal is to attract interest from people who will use your product, work with you, invest their money in the development of your product or otherwise help you realise your vision.

To persuade them of the value of your product, you have to keep in mind the perspective of the potential investors: what is important to them, what ideas will push their buttons, and how you can communicate your message in a way that is meaningful and personal for them. You will lose your audience quickly if you spend too much time trying to “sell” the technical features of the product or service. Although stakeholders do need some kind of technical information, they need to know most of all how the product or service will make their lives better.

In your pitch, you need to introduce yourselves and your innovatory product very briefly, and then move from the product idea to a concrete, credible plan for developing and realising the product.

Potential investors are, of course, interested in the possibility of making money. They want to know that you have a good business plan, understand your target market and its opportunities, have a capable and committed team, have an awareness of the costs involved in producing your product or service, and can forecast when your product will start making a profit. You should also demonstrate an awareness of realistic pricing, know who your competitors are, and have a strategy for marketing and selling your product or service.

1. The main goal of a pitch is to sell your product.
2. It is important to take into account the potential investors.
3. It is important to give as many technical details as possible.
4. One of the main goals of investors is to make profit from your product.
5. You don’t have to compete with others if your product is good enough.