

Presentation and Communication

Studiengang Wirtschaftsinformatik

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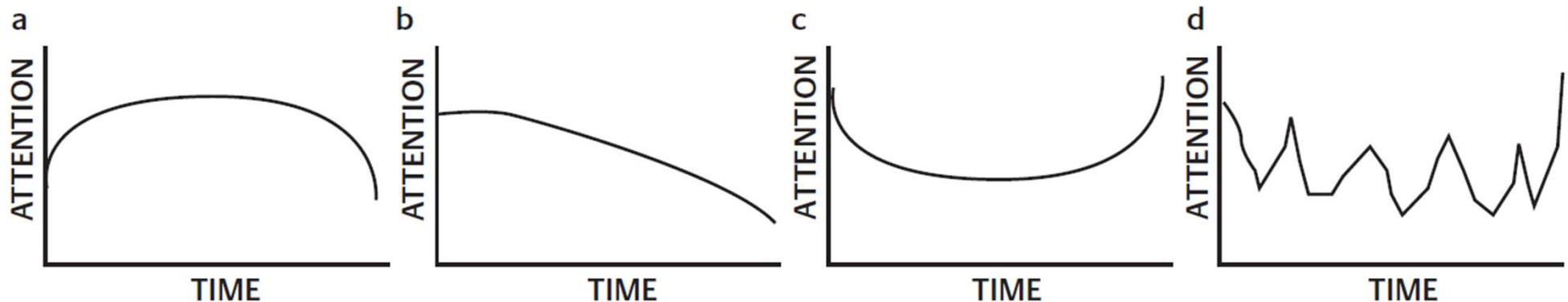
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Opening and closing

A**DISCUSS**

1 Which of the graphs below do you think represents audience attention levels in a typical presentation?





Opening and closing

- 1 What is the primacy-recency effect?
- 2 In what way does Mark say a strong opening and close are like two bookends?
- 3 Why do you think Mark prefers the second version of the presentation opening you saw?

Opening

DISCUSS

- 1 Look at some of the classic ways of opening a presentation below. Which of these have you used yourself?

tell a joke quote some statistics relate an anecdote ask the audience a question
tell a true story quote somebody famous refer to a relevant book or magazine article
explode a popular myth refer to a well-known movie or TV programme

- 2 Work with a partner. Can you add any different techniques to the list above? Which work best for you?

https://en.wikipedia.org/wiki/Richard_Branson

Opening

Did you know that ...? Could I ask you to raise your hand if you ...?
I think it was ... who said ... Could you turn to a partner and ...?
Just imagine what it would be like to ... There's a joke about ...
There's a common misconception that ... My favourite story about ... is ...
I have a question for you ... A few ... ago I read this book/article ...
I saw this headline/cartoon the other day ...
You're all familiar with the movie / TV programme ...
OK, here's a problem for you – how would you ...?



The ABCD opening

Opening:

- | | | |
|--|-----------------------|-------------|
| 1 Capture your audience's interest instantly = | A T T E N T I O N | Attention |
| 2 Explain what they will gain from the talk = | B _ N _ F _ T | Benefit |
| 3 Show them you have the authority to speak = | C _ _ D _ B _ _ _ _ Y | Credibility |
| 4 Give them a route map of the presentation = | D _ R _ _ T _ _ N | Direction |

The ABCD opening

Now match the openings below to the stages in **2**. There are two openings for each stage.

a

In the 60 minutes it will take me to give this presentation, 7,000 US businesses will go bust.

b

In my 15 years in Silicon Valley I've learned quite a bit about managing risk.

c

Somebody once said: 'a brand is a promise'. But what happens when that promise is broken?

d

By the end of this morning's talk you'll know how to say 'No' and feel good about it.

e

My presentation this afternoon is in three main parts. Feel free to interrupt as we go along.

f

What I hope you'll get from this afternoon's session is a clearer idea of how CRM works.

g

I was fortunate enough to be part of the team at VW that developed the original Golf GTI.

h

Today we're looking at options A and B. And I'll be happy to take questions at the end.



Opening

Extract 1: What two pieces of information does the speaker open with? Did they surprise you? In two words, what's his presentation going to be about?



Opening

Extract 2: What popular myth does the speaker explode? What two examples does she give to support her case?



Opening

Extract 3: What does the speaker ask her audience to do? She draws an analogy between backing up your hard disc and going to the dentist. What's the similarity?



Opening

Extract 4: The speaker introduces the subject of competitiveness in three ways: a quote, a joke and a task. Which works best for you?

Opening

Some of the presentation openings you've just listened to are listed below. Write in the missing words.

imagine joke know like misconception raise said turn

- a Did you**know**..... that ...?
- b Could I ask you to**raise**..... your hand if you ...?
- c Could you**turn**..... to a partner and discuss ...?
- d Just**imagine**..... what it would be like to ...
- e I think it was ... who**said**.....
- f There's a common**misconception**..... that ...
- g My favourite**joke**..... about that is ...
- h How would you**like**..... to be able to ...?

Closing

DISCUSS

When might you need to use the following techniques to close your presentation?

a summary a touch of humour a call to action a wise saying

VIEW

(04:02–06:02) Watch two presenters wrapping up their presentations. Which two techniques above do they each use?

Presenter 1:

Presenter 2:

Closing


Try to make your last line or two truly eloquent, meaningful, touching, accurate and wise. Always memorise your last few lines. This is the time to deliver straight to them: eye to eye, person to person. Try to leave them with a thought that will continue to provide an echo after you stop.

Sonya Hamlin, Sonya Hamlin Communications





Closing

 1.03 Listen to the closing moments of four presentations and number the techniques in the order you hear them.

dramatic summary ☐ famous wise words ☐ call for action ☐ heart-felt message ☐

Closing: Summary, wisdom, action or emotion?

- a Let's take a look back at what we've spoken about this morning.
- b I'm reminded of the words of ...
- c Now let's get out there and ...!
- d If you take just one thing from this talk, take this ...
- e In the end, this is what matters
- f Here, at a glance, are the main points I've made ...
- g So, how to sum up?
- h I'm counting on you to ...
- i We have a saying where I come from ...
- j So what does all this really mean for you – personally?
- k In a nutshell, then ...
- l In the famous words of ...
- m So, next time you ..., remember to ...

Closing: Summary

When you prepare a presentation, don't use the word 'summary' at the end. The word 'summary' switches people off. Think about it. When I say the word 'summary' at the end of this podcast, you'll think 'Oh, right, he's going to repeat himself' and you'll click off and stop listening. That's what I'd do. And if you don't believe me, sit at the back of the seminar and watch what happens to the room when the speaker says 'summary'. You'll see people actually put their coats on and leave.

Andy Bounds, communications expert



Present an opening and a close

Prepare the ABCD opening and a close for a simple product or service presentation.

Then present this in a small group.

In the end we are going to listen to the best performance of each group.



Quellenangabe

Powell, Mark (2011) Dynamic Presentations, Cambridge: Cambridge University Press