

8

The middle of the presentation

AIMS

- Holding the audience's attention
- Structure (2) The main body
- Listing information
- Linking ideas
- Sequencing

1 Holding the audience's attention

'First you say what you're going to say. Then you say it. Then you tell them what you've said.'

'All acts of communication have a beginning, a middle and an end.'

As I was saying a couple of hours ago, thiazides may potentiate the action of other hypertensives but in combination with other hypertensive agents there may be precipitation of azotaemia as well as cumulative effects of chlorothiazide but we'll talk about that later. Now, as I was saying ...



- 1 What are the problems with the presentation above? Suggest ways that you think a good speaker *can* hold the audience's attention.

- 2 Read the following passage and identify at least six recommendations about speaking technique which can help to make the message in a presentation clear.

You're lost if you lose your audience

Clear objectives, clear plan, clear signals: the secrets of presentation success

Any presentation requires a clear strategy or plan to help you reach your objectives. The aim is not to pass away twenty minutes talking non-stop and showing a lot of nice pictures. It is to convey a message that is worth hearing to an audience who want to hear it.

- However, how many speakers really hold an audience's attention? What is the secret for those who do? First, find out about the audience and what they need to know. Plan what you're going to say and say it clearly and concisely.

- A good speaker uses various signals to help hold the audience's attention and make the information clear. One type of signal is to introduce a list with a phrase like *There are three things we have to consider*. The speaker then says what the three things are and talks about each one at the required level of detail. For example: *There are three types of price that we have to think about: economic price, market price and psychological price. Let's look at each of these in more detail. First, economic price. This is based on production costs and the need to make a profit ...* and the speaker goes on to describe this type of price. After that, he goes on to talk about the market price and so on.

- Another signalling technique is to give a link between parts of the presentation. Say where one part of the talk finishes and another starts. For example, a well-organised presentation usually contains different parts and progression from one part to the next must be clear, with phrases like *That's all I want to say about the development of the product. Now let's turn to the actual marketing plan*. This technique is very helpful to the audience, including those who are mainly interested in one part only.

Another type of signalling is sequencing of information. This usually follows a logical order, perhaps based on time. So a project may be described in terms of the background, the present situation and the future. Key words in sequencing information are *first, then, next, after that, later, at the end, finally*, etc.

- Still another technique which helps to emphasise key points is careful repetition. Examples are *As I've already said, there is no alternative but to increase production by 100 per cent* or *I'd like to emphasise the main benefit of the new design – it achieves twice as much power with half as much fuel*.

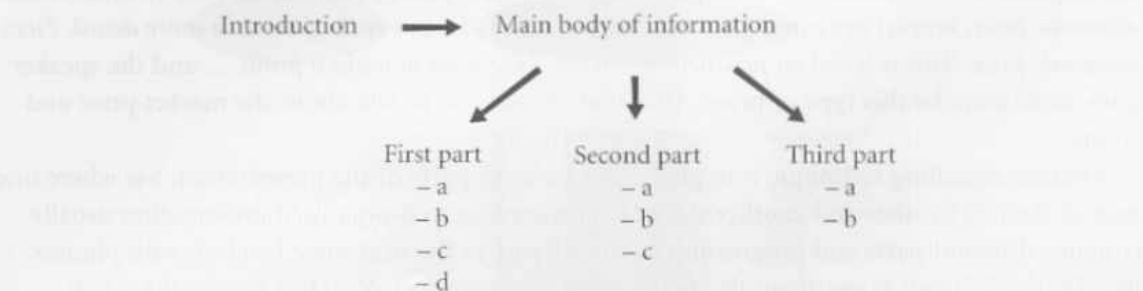
- A final point concerns timing and quantity of information. Psychologists have suggested that concentration is reduced after about twenty minutes without a break or a change in activity. Furthermore, audiences should not be overburdened with technical details or given too many facts to remember. It is claimed that to ask people to remember more than three things in a five-minute talk is too much. Some say that seven is the maximum number of any length of presentation. Any such calculations are probably not very reliable, but every speaker needs to think about exactly how much information of a particular type a specific audience is likely to absorb and to plan accordingly.

2 Structure (2) The main body

1 Read the following text and identify the following:

- the relationship between the main body of the presentation and the introduction
- a recommendation on one way to divide the main body of a talk.

The main body of the presentation contains the details of the subject or themes described in the introduction. All the above techniques are especially useful in making the main body easily understood. They help the audience to follow the information and to remember it. They also help the speaker to keep to the planned structure and to know exactly what stage has been reached at all times during the presentation. Clear structure doesn't just help the audience! In many presentations the main body can be usefully divided into different parts. The main parts, each with a main heading, are referred to in the Introduction (see Unit 6). Clearly there are many ways to divide the main body of a presentation and often different parts will themselves be divided into smaller sections of information:



3 Listing information



- 1 Listen to two presentations of the same information about climatic change. Which is easiest to understand: Example 1 or 2? Why?



- 2 Now read the transcript of one of the two examples. Underline the words and phrases which list key information and give signals to the audience.

- ‘... climatic changes in the Northern hemisphere may have been the result of three types of effect on the environment: first, volcanic activity, second, industrial pollution, and thirdly, transport. Let’s look at these in more detail. First, volcanic eruptions. The 1991 eruption may have contributed to ozone damage causing the unusually high world temperatures in 1992.
- 5 The second key area is industrial contamination. Industry puts important quantities of noxious gases and chemicals into the atmosphere. There are four important gases released by burning fossil fuels. These are CO₂, SO₂, CO and NO₂. They contribute to the so-called ‘greenhouse’ effect and global warming. The second main area of industrial pollution of the atmosphere is the release of ozone-damaging chemicals like chlorofluorocarbons and polychlorobiphenols.
- 10 These are used in refrigeration, some manufacturing processes and in fire extinguishers. Finally, the third source of damage to the environment is transport. Car and plane engines are a problem because they release the so-called ‘greenhouse’ gases such as CO₂.’

Practice 1

Here are the visuals from a brief presentation to management trainees studying international marketing. Use the information to give a short summary of international marketing strategies using listing techniques.

The Transition from Export Marketing to Global Marketing

Phase One

EXPORT MARKETING

- Home base production and management
- Direct selling to export markets
- Agents and distributors
- Possible sales centres in overseas markets
- *Low investment*

Phase Two

INTERNATIONAL MARKETING

- Production expanded to overseas markets
- Local management
- Cost centres abroad
- Increased local employment
- *High investment*

Phase Three

GLOBAL MARKETING

- Global brand name
- Established in all major world markets
- Global 'identity'
- Cost centres in all major markets
- Complex global production
- *High investment*

Begin as follows.

'Good morning, everyone. I'm going to give a brief summary of the transition from export marketing to global marketing. Basically there are three phases in this transition. These are first export marketing, secondly international marketing and third, global marketing. Let's describe the first phase, which is export marketing ...



Now listen to a recording of a model presentation.

4 Linking ideas

- 1 Listen to the recording of part of the main body of a presentation on energy resources in Latin America and complete the notes below.

Topic: Energy resources in Venezuela, Argentina and Peru.

Venezuela →

Argentina → power and

Peru → but

WHY?

..... and factors

and

- 2 Listen again and this time notice how the speaker links different parts of the presentation. Write in the missing words.

- a) *new topic*
- Let's Argentina, which
Venezuela in that it hasn't enjoyed such ...
- old topic*
- b) *old topic*
- That's Argentina.
- Now Peru. For many ...
- new topic*
- c) *old topic*
- Now, Peru. I now want
other opportunities in South America (fade).
- new topic*

- 3 Suggest other language that can be used to make links between different parts of a presentation.

Practice 2

Choose one of the situations on page 81 to present a short extract from a presentation. Use linking expressions to connect the different parts of the talk.

Situation 1

You are a Project Manager for Stegman nv, a Dutch electronic components manufacturer. You have to give a presentation to colleagues explaining the company's decision to build a factory in Singapore.

Important factors influencing the decision are:

- a) local employment conditions:
well-trained workforce, experienced in electronics industry
- b) local economic factors and market potential: strong growth in Singapore economy, good location, business culture, access to South-East Asian market
- c) good economic potential in the region, major shipping centre
- d) available subsidies, favourable tax environment, government wants inward investment

*Situation 2*

You are a Design Consultant working for Land Inc., a New York-based financial services company. The company plans to build new offices for its European headquarters in Brussels. There are three tenders for the design. Present an overview of each tender to senior executives of the company.



- a) **Fox Lee Associates:** British
- \$6.0m
 - conventional air-conditioning and heating system
 - neoclassical design



- b) **Shikishima:** Japanese
- \$8.5m
 - ultra-modern
 - solar energy-based heating and air-conditioning



- c) **Harald Khaan Group:** Dutch
- \$8.0m
 - 20% more office space
 - low-running costs, conventional heating
 - modern design
 - exceptional energy conservation

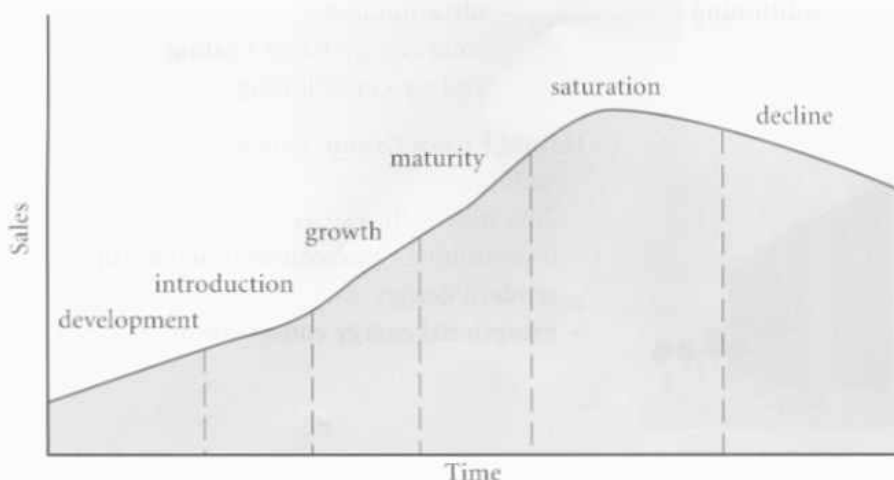
5 Sequencing

- 1 Listen to part of a presentation about a construction project in Seoul, South Korea. Number the stages in the project in the right order. Put out tenders for construction. ☐
 Technical consultation to determine design needs. ☐
 Purchasing procedure. ☒
 Building. ☐
 Put out a call for tenders to architects. ☐
 Select the best proposal. ☐
 Commission research to find best location for plant. ☒
 Period of consultation with architects over details. ☐
- 2 Listen again, this time focusing on the language used to indicate the sequence of events. Identify seven words or phrases that are used in this way.
- a) F i r s t o f a l l
 b) N _ _ _ _
 c) W _ _ _ _ _ _ _ _ _ _
 d) The _ _ _ _ _ _ _ _ _ _ be
 e) T _ _ _ _
 f) H _ _ _ _ _ _ _ _ _ _
 g) The _ _ _ _ _ _ _ _ _ _ to
- 3 Suggest other words and phrases that indicate the sequence of events.

Practice 3

Describe any simple process or the diagram below using sequencing language.

Product life cycle



- Now listen to a recording of a model description.

Practice 4

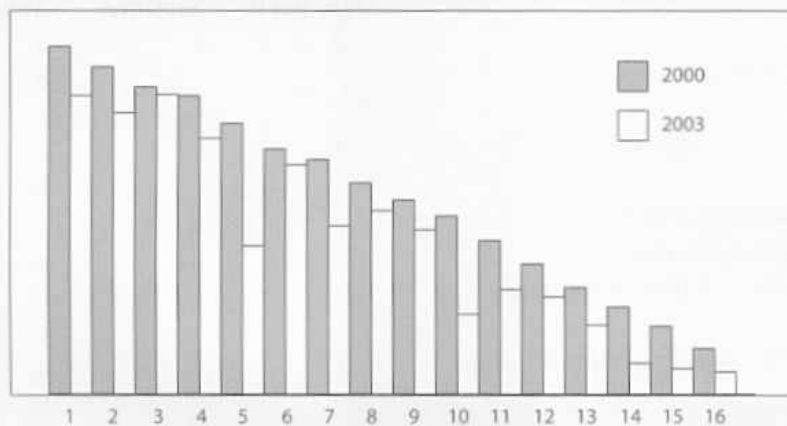
Use the information below to give a presentation of about seven minutes. Use listing, linking and sequencing where necessary.

You have been asked by GUBU Inc., a Boston-based toy manufacturer, to advise them on a business plan to reverse falling sales. Make a presentation to GUBU executives. Tell them your recommendations.

Sales of GUBU toys

Introduction

1. Global decline in sales



Comparison between combined sales for 2000 and 2003 for 16 products.

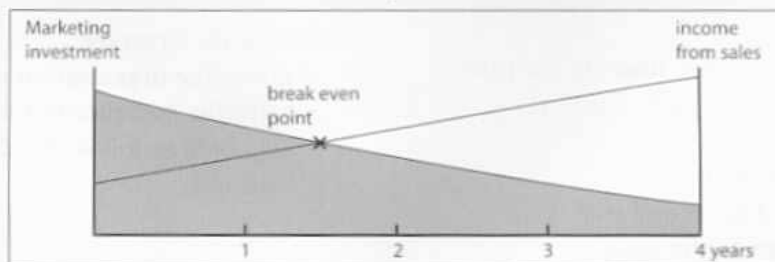
2. Reasons for decline in sales

- poor investment in new products
- old products losing appeal, not fashionable
- declining marketing budget

3. Proposed action to reverse trend

- drop half of existing product range
- new product investment
- new marketing strategy with heavy marketing investment

4. Prospects



TRANSFER

Prepare an informal presentation on a topic of your own choice.

- It does not have to concern your work or studies but should be a topic which interests you.
- Think about having a clear introduction (see Unit 6) and a clear structure.
- Include visual aids (see Unit 7) if you like.

Give the presentation to your teacher and / or colleagues.

Language Checklist

Structure (2) The main body

Signalling different parts in a presentation:

Ending the introduction

So that concludes the introduction.

That's all for the introduction.

Beginning the main body

Now let's move to the first part of my talk, which is about ...

So, first ... To begin with ...

Listing

There are three things to consider. First ...

Second ... Third ...

There are two kinds of ... The first is ... The second is ...

We can see four advantages and two disadvantages. First, advantages.

One is ... Another is ... A third advantage is ...

Finally ...

On the other hand, the two disadvantages. First ... Second ...

Linking: Ending parts within the main body

That completes / concludes ...

That's all (I want to say for now) on ...

Linking: Beginning a new part

Let's move to (the next part which is) ...

So now we come to ...

Now I want to describe ...

Sequencing

There are (seven) different stages to the process

First / then / next / after that / then (x) / after x there's y, last ...

There are two steps involved.

The first step is ... The second step is ...

There are four stages to the project.

At the beginning, later, then, finally ...

I'll describe the development of the idea.

First the background, then the present situation, and then the prospects for the future.

Skills Checklist

Structure (2) The main body

Organisation of presentation

- logical progression of ideas and / or parts of presentation
- clear development
- sequential description of processes
- chronological order of events, i.e. background → present → future.

Topic

Main parts	Sections	Subsections
A	i	a.
		b.
B	ii	
	i	a.
		b.
C	ii	
	iii	a.
		b.
		c.
	i	a.
		b.
	ii	

Internal structure of the main body of a complex presentation

Signalling the structure

- use listing techniques
- link different parts
- use sequencing language.

Signalling the structure ...

- makes the organisation of the talk clear
- helps the audience to follow
- helps *you* to follow the development of your talk.

Quick Communication Check

1 Signalling the different parts of the presentation

Match the word or phrase on the left with a word or phrase on the right that has a similar meaning.

- | | | |
|-------------------------|-------|------------------------------------|
| 1 First ... | _____ | a) Now we come to ... |
| 2 Then ... | _____ | b) I've finished talking about ... |
| 3 Finally ... | _____ | c) To begin with ... |
| 4 That's all on ... | _____ | d) After that ... |
| 5 Now let's turn to ... | _____ | e) Lastly ... |

2 Listing and sequencing

Complete the examples of listing below.

There are (a) _____ things to talk about. The (b) _____ is design.
The (c) _____ is quality. Then the (d) _____ one is communication.

three
first
last
second

then
one
third
another
several

I think there're (e) _____ problems to address. (f) _____ is competition.
(g) _____ is customer needs. (h) _____ the (i) _____ issue is marketing.

Now I'm going to show you (j) _____ examples. Number one from India.
Two, from South America and the (k) _____ from North Africa. The
(l) _____ example is from Australia and the (m) _____ one is from
Russia. Okay, (n) _____ example. India. Here you can see ...

first
final
third
fourth
five

3 Linking

Complete the phrases below to link parts of a talk.

- That c_____ the introduction. Let's l_____ now at the first part.
- That's a_____ on the theory. Now we c_____ to the practice.
- Now I've e_____ the background. L_____ look next at the present situation.
- A_____ this then, we can t_____ to the next part. This is about money.
- So that's the e_____ of the main part of my talk. I'd like to m_____ on to the conclusion.
- I've f_____ talking about the home market. N_____ I'd like to g_____ on to talk about the overseas market.

Key
1 c), 2 d), 3 e), 4 b), 5 a)
2
(a) three, (b) first, (c) second, (d) last, (e) several, (f) one, (g) another, (h) then, (i) third, (j) five, (k) third, (l) fourth, (m) final, (n) first
3
1 concludes, look, 2 all, come, 3 explained, Let's, 4 After, turn, 5 end, move, 6 finished, Now, go