

# Effective Presentations

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Step by step to a good  
presentation in English

# Structure

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- ☐ Preparation
- ☐ Research Information
- ☐ Presentation Structure
- ☐ Handout
- ☐ Evaluation

# Preparation

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Remember: PPP

Purpose:

☐ Why are you presenting?

People:

☐ Who will listen to you?

Place:

☐ Where will you give the presentation?

# Research

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- ☐ Use authentic resources but don't copy whole sentences and passages
- ☐ Digest and structure information according to the objective of your presentation
- ☐ Indicate sources (bibliography)

# Presentation Structure

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- ☐ Title
- ☐ Introduction
- ☐ Main body
- ☐ Summary
- ☐ Conclusions
- ☐ Q&A

# Introduction

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- ☐ Welcome audience
- ☐ Introduce yourself
- ☐ Topic of your presentation
- ☐ Reasons for having chosen this topic
- ☐ Aim of your presentation
- ☐ Structure of your presentation
- ☐ Time/questions
- ☐ Sources of information

# Main Body

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- ☐ Structure main information logically
- ☐ Find subtitles
- ☐ Signal how and when you move to the next idea (refer to the structure)
- ☐ Check understanding
- ☐ Use audio-visual material

# Summary

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- ☐ Summarize the main ideas of your presentation
- ☐ Refer shortly to what you have said in the main body



# Conclusions

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- ☐ Draw conclusions
- ☐ What is your opinion?
- ☐ Any suggestions / recommendations for further actions
- ☐ Invite audience to ask questions

# Handout

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- ☐ Topic, presenter, day
- ☐ Structure
- ☐ Key ideas/facts
- ☐ Glossary
- ☐ Additionally: interesting graphs/pictures to visualise problems

# Evaluation

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- ☐ Planning
- ☐ Objective
- ☐ Content
- ☐ Approach
- ☐ Organization
- ☐ Visual Aids
- ☐ Delivery
- ☐ Language
- ☐ Interaction
- ☐ Overall impression
- ☐ Others

# Sources

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Dignen, B. „*Making a better presentation.*“  
Business Spotlight. 1/2002