

1 International presentations

A Work in small groups. Look at these statements about presenting to an international audience. Do you agree or disagree with them? Why?

- 1 Humour is appreciated by audiences anywhere in the world.
- 2 In today's globalised business world, it's a waste of time to research your audience's cultural background.
- 3 A good presentation should be fast-paced and entertaining.
- 4 The speaker's appearance is an important aspect of the talk.
- 5 Greeting the audience by saying a few words in their language won't go down well.
- 6 The end of a presentation is the most important part.
- 7 The main problem for an international audience is the slang that presenters use.
- 8 The audience should never interrupt or ask questions during a presentation.

B Rewrite the statements in Exercise A, adding or changing any details you like, so that everyone in your group agrees with them.

C CD1.24–1.26 Listen to three people talking about being an international presenter. What element of presentations do they talk about? What lesson(s) have they learned from their experiences?

D Complete the tips on the website below using the words in the box. Which tips are the most useful? What other non-verbal signals could a presenter look out for? Add a sentence to each section about your culture/country.

Q&A sessions self-deprecating privacy
unnerving thumbs up hand gestures
non-verbal signals punch lines



Know your audience

Lost in translation

Humour about situations works best across cultures – not ridiculing certain groups of people or being¹. Rarely tell jokes. Many jokes are culture-bound and will not have a clear meaning to the international part of the audience. Also, some² might have different meanings when taken literally by those for whom English is a second language.

Hands up all those who ...

Comfort levels with an audience's active participation differ greatly from culture to culture. Interaction between a presenter and the audience is appreciated and expected in the US. Some audiences are more willing to participate in³ than others. In some countries, such as Russia, it is normal for the audience to talk to each other during the presentation.

Gauging reactions

It is important to understand the⁴ from your audience, such as smiling and nodding. These signals are different in different cultures. For instance, an Asian person who nods and says Yes ... yes ... yes is probably just telling you that they have understood you, but is not saying that they agree. It can be a little⁵ if an audience gives relatively few signals, such as in Finland.

It's not just what you say

Some cultures are quite animated and will appreciate it when a presenter uses⁶ and expresses emotion through the body. However, others are unimpressed with exaggerated hand gestures and may find them distracting. The⁷ may mean 'good' in the USA and many parts of Europe, but it means something very different in Iran. Eye contact can also be a major intercultural difference. Some cultures consider strong eye contact a sign of sincerity; others find it rude and an invasion of⁸

E CD1.27 Listen to Anneliese Guérin-LeTendre, an intercultural communications expert. What are the four components of her training course on international presentations? Write one to three words in each gap.



- Explore what is meant by '.....¹' and '.....²'
- Look in detail at the³ of this⁴ and the⁵.
- Think about the use of⁶.
- Look at the⁷ of the client and how it needs to be⁸.

F CD1.27 Listen again and answer these questions.

- 1 How does Anneliese Guérin-LeTendre define the 'culture iceberg'?
- 2 What might the audience want to know about the presenter?
- 3 What three types of communication might different audiences value?
- 4 How might an audience feel about the use of humour in a presentation?
- 5 What is 'context', and why is it an important consideration?

G Which of these aspects of culture would you put above the surface of the 'culture iceberg'? Which do you think are underlying and more difficult to notice? Why do you think so?

- dress code • attitude to time • age
- greeting styles • body language • humour
- emotion shown in public • physical gestures
- attitude to authority • directness of speech

Task 1

Work in pairs or small groups to prepare a five-minute presentation about what, in your experience, makes a good presentation in your profession, organisation, culture, country or a country you know well. Talk about some of these items:

- length of speech • level of detail
- visual aids • body language
- taboo subjects • Q&A sessions
- use of humour and personal anecdotes
- audience interaction and reactions
- seating arrangements

Task 2

Use the Internet to find a presentation in English, or an excerpt from a presentation, about a topic that interests you. What did you like/dislike about the presenter's style? Present your findings to the class.

BUSINESS SKILLS

Making an impact in presentations



A How would you adapt your presentation style if you were a) giving a talk at a conference, and b) giving a presentation to a group of colleagues? Why?

B CD1.31, 1.32 Listen to two speakers talking about marketing. Identify the presenter and the kind of presentation they are giving.

C CD1.31, 1.32 Look at these sentences. Who says what at the start of their talk, Presenter 1 or 2? Listen again if necessary.

- 1 As you probably know, I'm ... , and today I'm going to be talking about ...
- 2 You know, a funny thing happened to me the other day.
- 3 What is *unseen* is the extensive market research and development of products, ...
- 4 Have you seen this coat?
- 5 But what is marketing?
- 6 According to marketing guru Philip Kotler, there are five key processes in marketing. First, ...
- 7 Anyway, I'm not here to tell you about ...
- 8 Did you know that China's fashion market will probably grow to around US\$12.4 billion over the next two years?
- 9 I bet you didn't know that, did you?
- 10 Now, you're probably wondering, what's the significance of all of this?

D CD1.33, 1.34 What do you think are the missing words in these expressions for staging and signposting? Listen to two more extracts and check your answers.

Presenter 1

- 1 So, to go back to earlier, ...
- 2 Right, to that slide.
- 3 So, to sum , ...
- 4 Sorry, folks, but time for today.

Presenter 2

- 5 Right then, let's those figures, shall we?
- 6 I'd like to a journalist from the *FT* here: ...
- 7 If there's just you all to remember, it's ...
- 8 And , reveal our new marketing strapline.

USEFUL LANGUAGE

REFERRING TO SURPRISING FACTS OR FIGURES

Marketing is too often confused with selling.

You'll see we're talking about over five billion euros.

QUOTING SOMEONE

I'd like to quote the words of ... here.

According to the marketing guru, ...

EMPHASISING KEY WORDS

What is *unseen* is the extensive market investigation ...

And that's what I'd like *you* to do for your next assignment.

CALLING FOR ACTION

And that's what I'd like you to do.

If there's just one thing I'd like you all to remember, it's ...

BUILDING RAPPORT WITH THE AUDIENCE

Houston, we have an innovation problem. (*using humour*)

Clearly, we've got to do something different here. (*involving the audience*)

You know, a funny thing happened to me the other day. (*telling an anecdote*)

That's a huge increase in growth, isn't it? (*inviting agreement*)

E Categorise the expressions in Exercise D (1–8) according to their function (a–d). Some can go under more than one function.

- a) referring to visuals b) changing topic c) quoting someone d) closing remarks

F Which of the techniques below did each presenter use?

Student A: Look at the audio scripts for Presenter 1 on page 171 (Tracks 31 and 33).

Student B: Look at the audio scripts for Presenter 2 on pages 171–172 (Tracks 32 and 34).

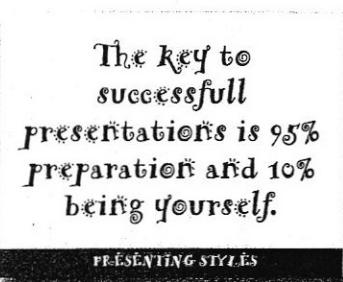
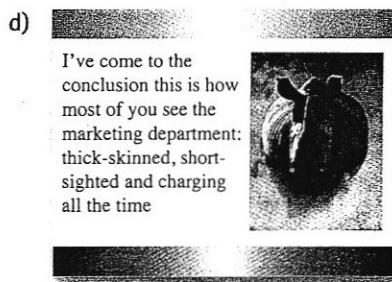
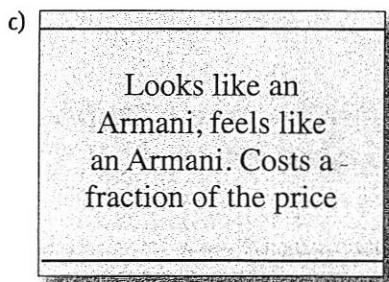
Techniques for making an impact

- | | |
|--|---|
| 1 Use of repetition | 6 Building rapport with the audience, e.g. telling an anecdote, referring to a news story, using humour, etc. |
| 2 Referring to a surprising fact or figure | 7 Listing points in threes or fives |
| 3 Asking ‘real’ or rhetorical questions | 8 Calling for action, e.g. asking the audience to reflect on or do something |
| 4 Quoting someone | |
| 5 Emphasising key words or figures | |

G Which of the expressions in the Useful language box on the previous page would you use for a) a formal presentation at a conference, and b) an in-house talk?

**Writing:
presentation
slides**

H Consider the visual impact of these slides. If you were giving a presentation, which of the slides would/wouldn’t you use? Why?



I Match the errors in the slides in Exercise H to these tips.

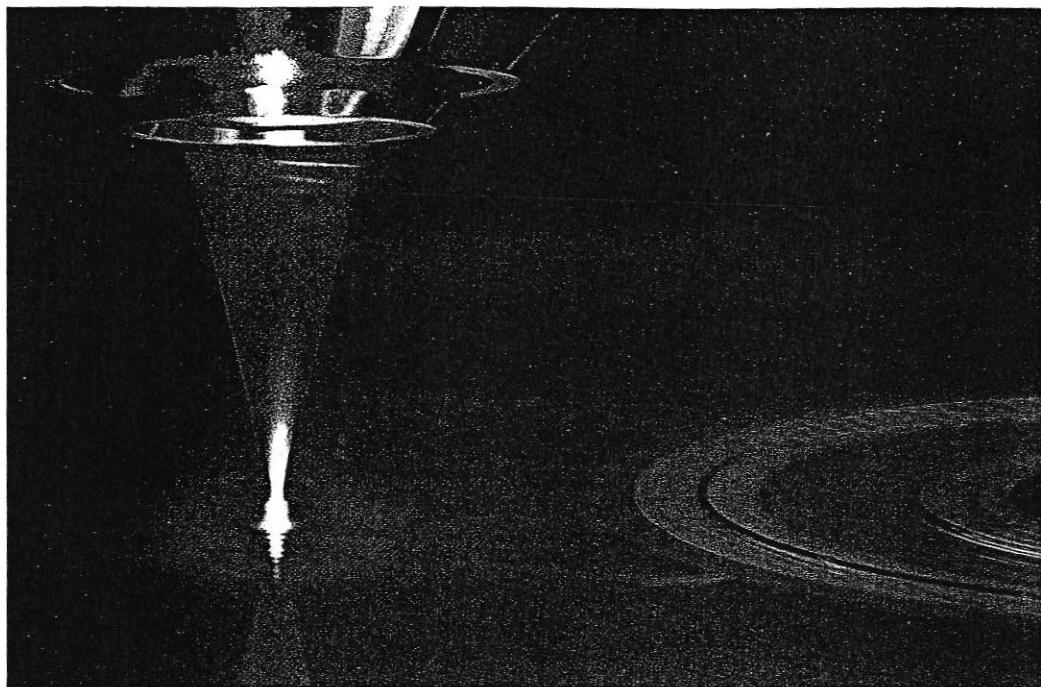
Tips for writing presentation slides

- 1 Don't use too much text. Avoid using type sizes, colours and fonts that are hard to read.
- 2 Check spelling and punctuation.
- 3 Use bullet points or lists of three or five.
- 4 Make an impact with your first and final slides.

J What other tips do you have for using visuals in presentations?

K Give a brief presentation to your partner on the topic of *Tips for successful presentations*. Use anecdotes of presentations you have seen or given. Think of a way to start that will create an impact, and end on a high note.

3 Lasers



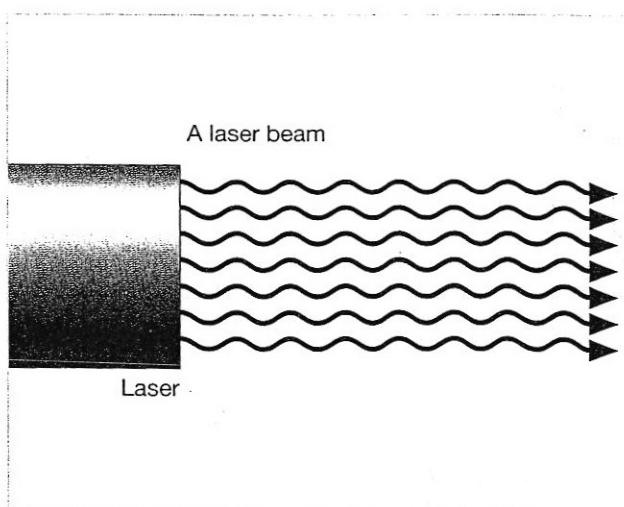
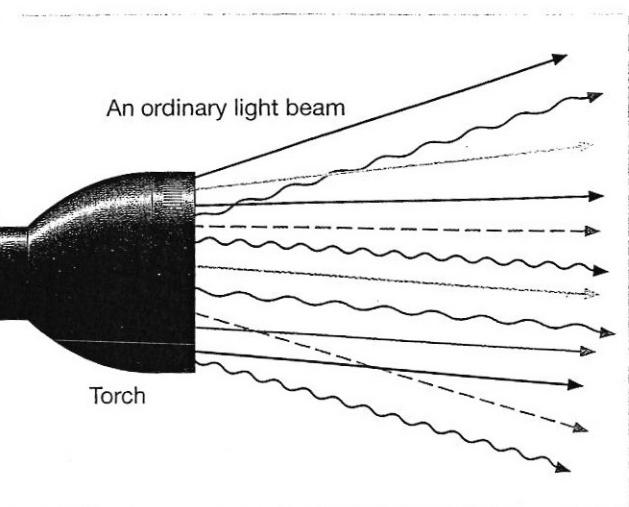
Start here

1 Work in pairs. Discuss these questions and make notes. Then share your ideas with the rest of the class.

1 What does LASER stand for?

_____ by Stimulated _____ of _____

2 Study the diagrams below. What are the three main differences between ordinary light and laser light? Use some of the words and phrases in the box.



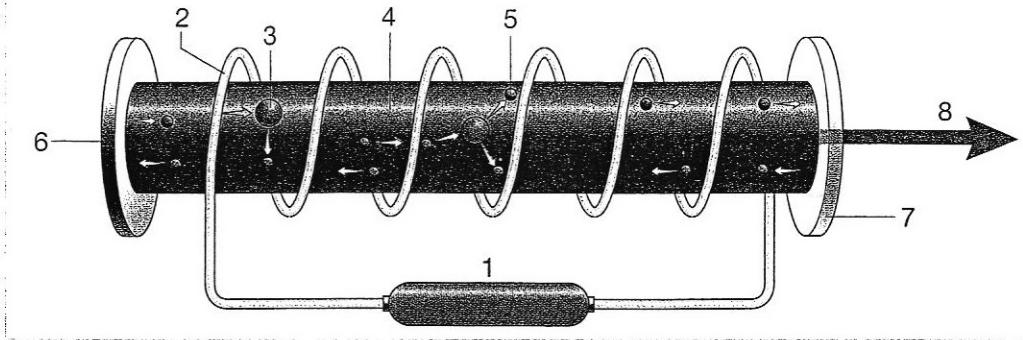
laser light amplification stimulated emission of radiation organised disorganised
directional in one direction in all directions coherent concentrated photon
colours of the spectrum wavelength

03

Listening

2 Listen to part of a talk about lasers. Match the words in the box with the labels 1–8 in the diagram on the next page.

ruby crystal atom light tube mirror power source photon laser beam partial mirror



- 3** Work in pairs or small groups. Before you listen to the next part of the talk, put these notes into the best order.

Note: The eight items in the notes correspond to the eight points in the diagram above.

- A escaping photons form a powerful laser beam
- B atom absorbs photon – gets excited – calms down – emits new photon
- C tube flashes on / off rapidly – pumps energy (photons) into crystal
- D partial mirror lets 1% of photons escape
- E power source makes tube flash on / off 1
- F new photon hits excited atom – atom emits *two* photons (instead of one)
- G photons are reflected by mirror along inside of crystal
- H new photons travel inside crystal at speed of light

- 4** 05 Listen to the next part of the talk, and check your answers to 3.

- 5** Listen again and tick the phrases that you hear. (Note: X is a number, and A is someone's name.)

- 1 A has been explaining
- 2 let's move on to the next section of the talk
- 3 if you look at point X on the diagram, you will see
- 4 we can now turn to the next part of the talk
- 5 as you can see in point X on the diagram
- 6 I think I've covered the main points
- 7 I'll now ask A to take over
- 8 now I'm going to hand over to A

- 6** Group the phrases from 5 under these headings.

- | | |
|----------------------------------|------------------------------------|
| Moving to the next topic | Referring to the previous topic(s) |
| Handing over to the next speaker | Referring to a visual |

Speaking

- 7** Work in groups to prepare a talk on lasers. Divide into three sub-groups and prepare one section of the talk with your sub-group. Then return to the main group to finalise the talk.

Sub-group A: Laser light – a brief explanation

Sub-group B: The basic components of a laser machine

Sub-group C: How a laser machine works

- 8** Give your talk to another group. Use phrases from 5 to signpost the sections of the talk, to refer to the diagram and to hand over to the next sub-group. Invite and answer questions from the audience.

Writing

- 9** Write a description of how a laser machine works, referring to the diagram above. Use past participle phrases where possible.

Begin: *Here is a brief outline of how a laser machine works. First of all, the high-voltage power source, located below the ruby crystal, makes the tube flash on and off rapidly. These flashes inject particles of light, known as 'photons', into the ruby crystal. ...*

Presentations: **Being clear and convincing**

20 (1)

Stacy Cook is a career coach who frequently shares her expertise on the website 4business.com. Today she is on the air to give advice on delivering presentations that reach your audience. Listen to her tips and tick the statements *true, false or not mentioned*.

true false not mentioned

- 1 Focus on selling the benefits behind your product/service/company/strategy.
- 2 Make your theme clear to the audience right from the start and refer to it consistently throughout your presentation.
- 3 Limit your roadmap to three points.
- 4 Don't bore your audience with the details of a problem, move on swiftly to the solution.
- 5 Let your slides speak for you.
- 6 Use little text on your slides and more pictures.
- 7 Make numbers meaningful.
- 8 Persuade your audience through rhetorical techniques and good body language.
- 9 Take time to rehearse, rehearse and rehearse.
- 10 Inform your audience – they haven't come to be entertained.

Presentations: **Rhetorical devices**

Background:

24-Seven is an Australian chain of convenience stores which was modelled on the U.S. 7-Eleven chain in the 1970s. Its franchised stores are located mostly in metropolitan areas. Lately the company has run into severe difficulties and is now looking for a new marketing strategy.



21 (1)

1 Listen to the beginning of a presentation to the board by 24-Seven's Marketing Director, Melissa Murray, and answer the questions.

- 1 Which theme will the presentation follow?
- 2 What is the purpose of the presentation?
- 3 How does the speaker evoke interest in her presentation?

22 (1)

2 Now listen to the next part of Melissa Murray's presentation and answer the questions.

- 1 What did 24-Seven's brand image use to be founded on?
- 2 What difficulties has 24-Seven run into?
- 3 How does Melissa Murray show that the concept of convenience doesn't appeal to the modern shopper any longer?
- 4 What expectations are evoked regarding the new marketing strategy?

Leapfrog brand outperforms its competitors because it is either technologically more advanced, of greater benefit to consumers or based on a new business model

3 Below is a list of rhetorical devices which are often used by powerful speakers.

22
0

Rhetorical devices

How Melissa Murray uses them

The power of three

Three elements are better understood and remembered, and are also emotionally more evocative than two or four elements. These can be single items, structures or even full sentences.

Rhetorical questions

Such questions involve the audience, help emphasize central points and focus the audience's attention on important issues.

Creating rapport

Creating rapport with your audience right from the start is important. Do this by using words like *we* (*all*), (*all of*) *us* and *our* as often as possible.

Another successful technique is to remind your listeners of experiences you share.

Repetition

Repetition is one of the most powerful tools to keep your audience focused and interested. A common strategy is to repeat the same word or phrase at the beginning of successive clauses.

Leveraging

Quicken the pace to give the presentation a feeling of urgency by deliberately omitting conjunctions such as *and*, *but* and *or* between successive words or clauses.

Telling a story

Tell a - short! - story if you want

- to relate to the audience,
 - your audience to remember your key message,
 - to improve your presentation dramatically.

The slide is titled "Convenience shopping – an emotional experience". It features a large, grainy black-and-white photograph of a supermarket aisle filled with shelves of products. Overlaid on the right side of the image is the text "loyalty & emotions". In the top right corner of the slide, there is a circular seal with the number "24" on top and "7" on the bottom, enclosed in a ring.