

Presentation skills



English for Academic Purposes

A



B



Learning outcomes

- Define what a presentation is
- Avoid presentation weak spots
- Recognize areas for improvement in a presentation
- Learn the skills necessary to deliver an effective presentation

What is a presentation?

To put it simply, a presentation is the process of presenting the content of a topic to an audience.

Structure of a presentation

The Beginning

Capture interest
Introduce the topic
Outline of the presentation
Be brief

The Middle

Take 80% of the time allocated to the presentation
Include signposts and summaries as you move from one point to the other

The Ending

Summarize the main points
Relate the conclusion of the presentation
Be brief

Presentation signposting

Greetings

- Good morning\ afternoon, ladies and gentlemen
- Good afternoon everyone.
- Good afternoon friends.

Subject

- The topic of our presentation is...
- We would like to give you an overview of ...
- This presentation focuses on the issue of...
- My objective today is to

Structure (useful phrases)

- We have divided the presentation into (three) segments
- Our presentation has (three) parts/sections
- First...
- Second...
- Third...
- In the first part ,I will...
- Then in the second part...
- Finally I will..

Asking questions

- After our presentation there will be time for questions and discussions

Introducing your first main point

- First we're going to look at ...
- I will focus on ...
- I will take a minute or two to define what exactly we mean by ...
- I will mention three points here, ...

Referring to research

- Researchers have identified three key issues here, they are ...
- number of studies have shown that ...
- A study by ... shows that ...
- According to ...

Using examples

- Let's take the example of what happens when ...
- The best example of ... is probably ...
- An interesting example of ... is ...
- For instance ...

Referring to visual data

- If you look at this table you can see that ...
- The data here shows that...

Moving to another main point

- Moving on, I'd like to take a look at
- Now I'd like to move on to ...
- Now let's turn to the issue of ...
- My next point is with regard to ...
- My final point is in relation to...

To refer to what you have said previously:

- As I have already said...
- As we saw in part one...
- To repeat what I've said already...

Making recommendations

- Now I will look at some of the measures that can be taken to alleviate the problems of ...
- In order to solve these problems, the following action should be considered: ...
- Firstly, the government should ...
- *Other possible solutions will be to ...*

Making conclusions and summarizing your main points

- To conclude my presentation, ...
- In conclusion, ...
- To summarize the main points of my presentation ...
- In view of the evidence I have presented I think it is fair to say that ...

Finishing your presentation

- We have come to the end of the presentation. I wish to thank you for listening ...
- That bring us to the end of our presentation.
- Thank you for listening.
- I hope you found it interesting.

Asking questions & Answering questions

- *I'm ready to take any questions now.*
- *If anyone has questions, I'll be happy to answer them.*
- *Thanks for your question ...*
- *Good question. I think ...*
- *That's an interesting question! As I see it ...*
- *Yes, that's an interesting point ...*

Slide Structure

**No
paragraphs**

Slide Structure - Bad

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.



Slide Structure – Good

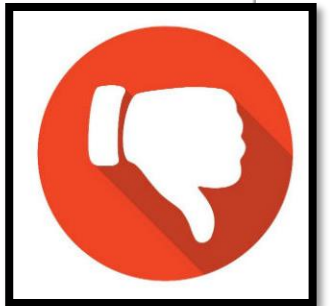
- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only



**Write in
point form**

Avoid wordiness: use key words and phrases only

- Increasing hand hygiene and improving room cleaning techniques can reduce the incidence of healthcare–associated infections (HAIs) in patients at Community Memorial General Hospital.
- Reducing the infections will reduce the average length of stay from 4.5 days to 4.1 days.
- This is an 8.8% reduction in average length of stay.
- A reduced average length of stay will allow us to increase admissions by up to 8.8% if we backfill all of the beds that are emptied.
- We could easily fill 20% of the emptied beds with new patients.
- Additional admissions will increase net revenue by \$21,450 each.
- If we can increase admissions by five per month, we can generate an additional \$1,287,000 of net revenue.
- Most of this net revenue will fall to the bottom line because most of our operating costs are fixed – roughly 90%.



Good slide



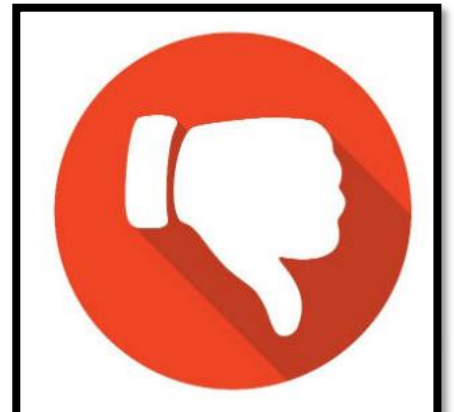
**Avoid
distracting
animation**



Slide Structure

- Write in point form
- Avoid wordiness: use key words and phrases only
- Avoid distracting animation

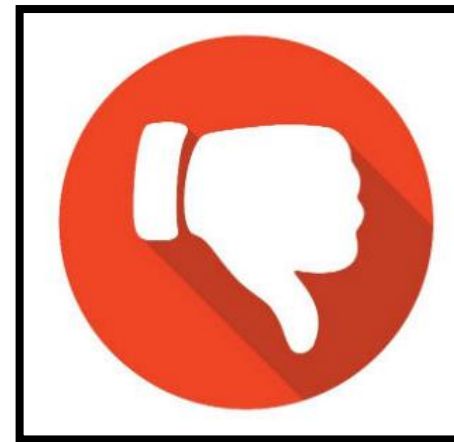
**Avoid overusing
animation**



Slide Structure

- Write in point form
- Avoid wordiness: use key words and phrases only
- Avoid overusing animation
- Avoid distracting animation

**Avoid
complicated fonts**



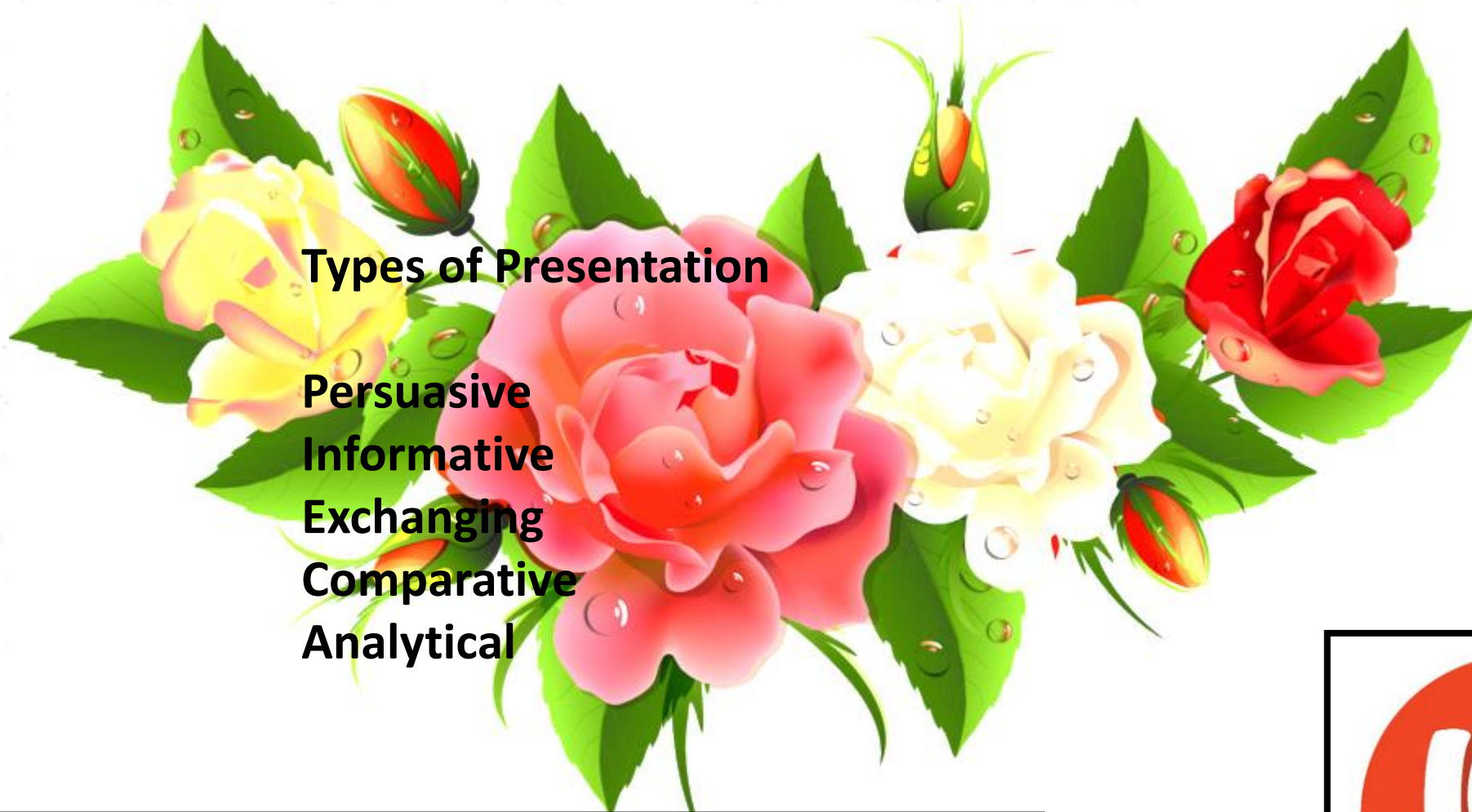
Presentation skills

Types of Presentation

- Persuasive
- Informative
- Exchanging
- Comparative
- Analytical

**Use font colours
carefully**





Types of Presentation

**Persuasive
Informative
Exchanging
Comparative
Analytical**

**Use appropriate background pictures
carefully**



Slide Structure

- Write in point form (No paragraphs)
- Avoid wordiness: use key words and phrases only
- Avoid distracting animation
- Avoid overusing animation
- Avoid complicated fonts
- Use colours and backgrounds carefully
- Use appropriate background pictures carefully

Delivering your presentation

There are five key facets of the human body which deserve attention.



Eyes



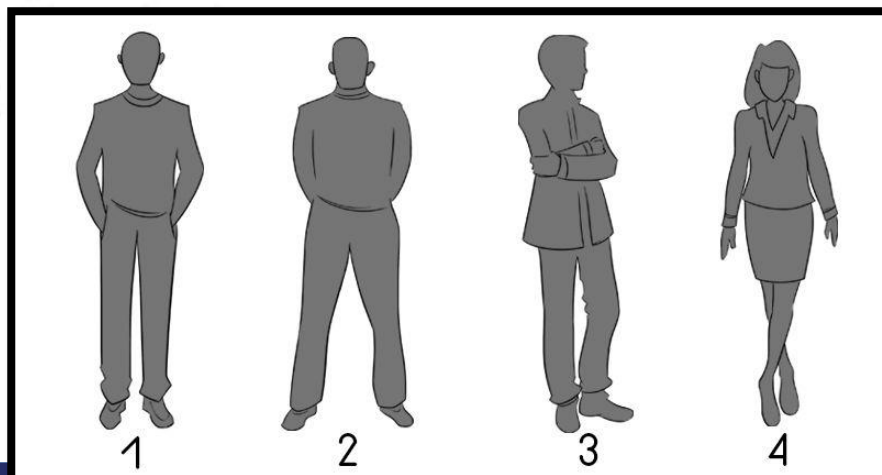
Voice



Expression



Appearance



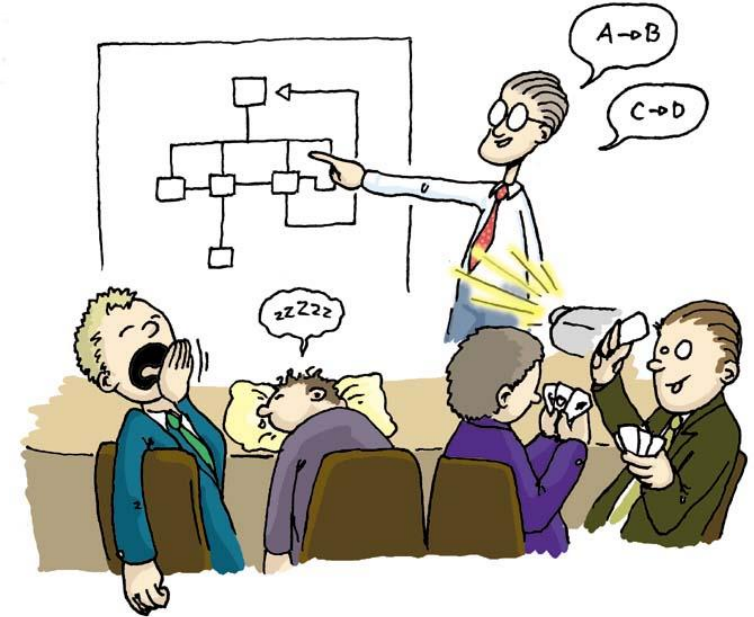
How you stand



Eyes

Importance of Eye contact

- Establishes a connection with your audience
- Projects confidence
- Eases nervousness
- Helps to figure out if your message is being heard and understood





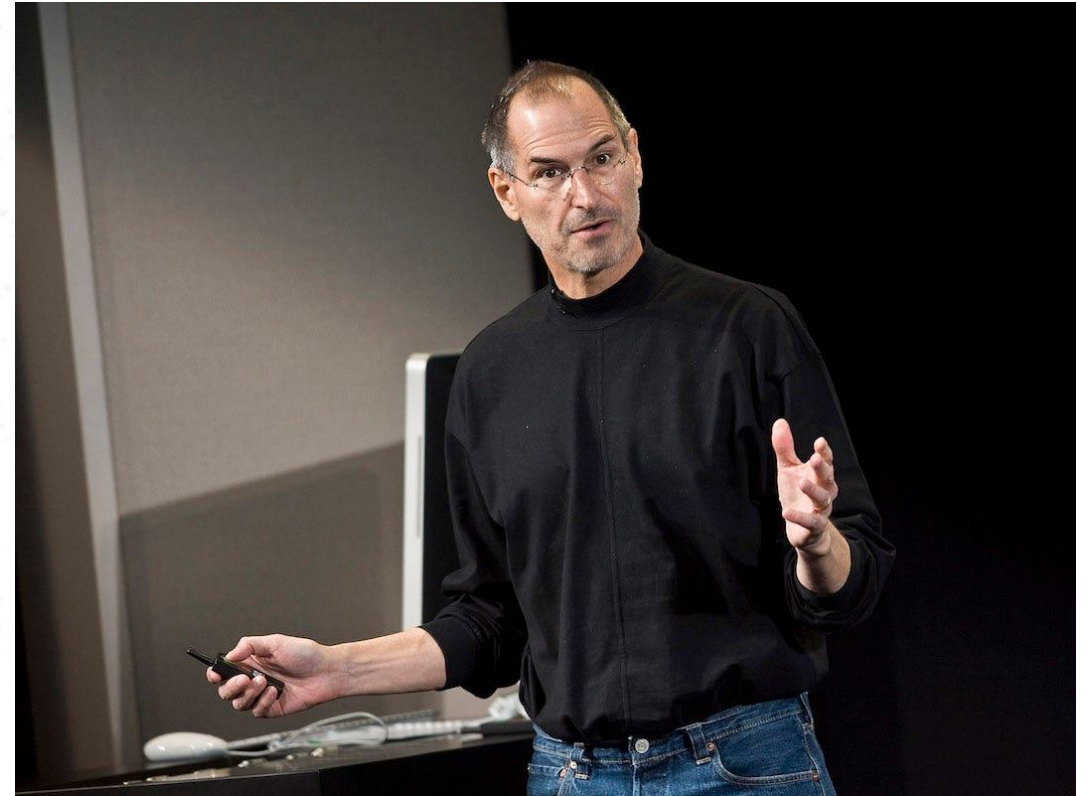
Voice

- Projection and articulation
- Pace
- Variety
- Inflection
- Silence
- Breathing

Expression



Smile



Vary your facial expressions

Appearance





How you stand

- Stand firmly and move deliberately.
- Move at appropriate times during presentation (e.g. move during transitions or to emphasize a point).
- Stand where you can see everyone
- Hands







Concluding Your Presentation

- Use an effective and strong closing
 - Your audience is likely to remember your last words
- Use a conclusion slide to:
 - Summarize the main points of your presentation
 - Suggest future avenues of research

Questions??

End your presentation with a simple question slide to:

- Invite your audience to ask questions
- Provide a visual aid during question period
- Avoid ending a presentation abruptly



- *Presentation Phrasebook ©English for University. Com Freely downloadable and copiable from <http://englishforuniversity.com>*
- <https://www.syntaxis.com/your-voice-during-a-presentation>
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