

Preparing a conference talk

COMMUNICATION

LEVEL
intermediate

NUMBER
EN_BE_3611X

LANGUAGE
English

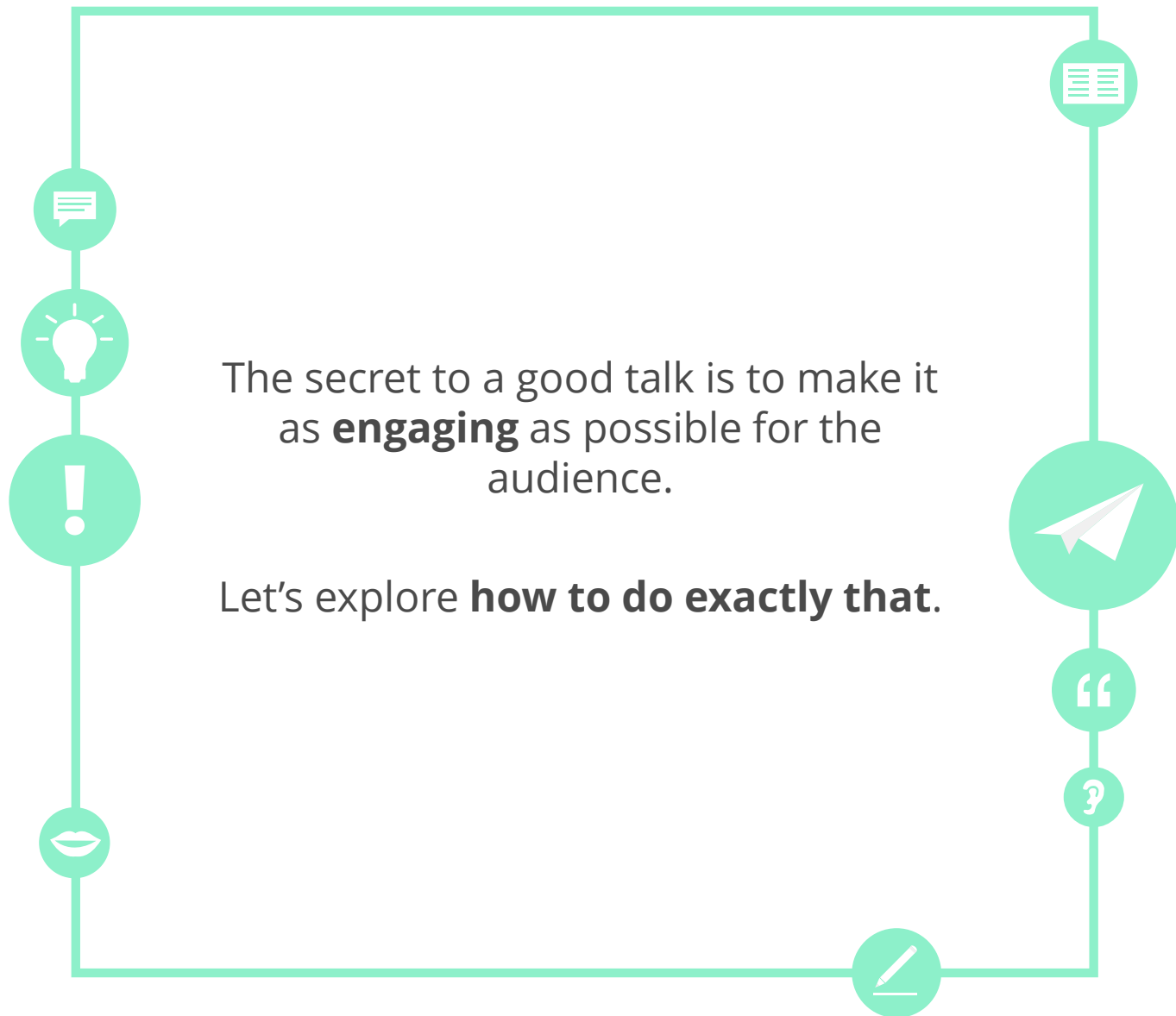




Goals

- Can identify and explain an appropriate structure for a presentation at a conference.
- Can write a short presentation using this structure accurately.







Preview and warm-up

- Have you ever attended a presentation that put you to sleep?
- Or one that made you feel curious and excited?
- What can you remember about these conference talks?



The difference between a good and bad presentation depends on how well the speaker **prepares** and their **presentation skills**.



Today's talk

- It can be helpful to **share your goals** with your audience at the **start of your talk**, just like this.
- Audiences like to know what is **going to happen**.

1 Getting started	2 Connecting with your audience	3 Tips and advice
The basics	Making a strong start	Visual aids
Determining the goals of your talk	Audience participation	Coping strategies
Developing a structure	Moving between sections	Finishing strongly



Getting started

- You have been asked to present at a conference. Congratulations!
- First, you need to find out **relevant details** like:

The basics

How much time will you have?

What is the purpose of the talk?

How large is the audience? Who are they?

Do you need to prepare a PowerPoint?

What is the format of the talk?





The basics – what do you need to know?

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To: hr@globalconnections.co.uk

Subject: Conference Presentation

Hi there!

Would you be willing to give a talk about our international internship initiative next month? It will be at the University of Brighton, so just down the road from here.

I think our internship programme was an absolute success and I'm already looking forward to this year's interns. Hopefully we can inspire others to duplicate the programme.

Can you let me know, as soon as possible, if you can do this? Feel free to ask me any questions that you have.

Cheers,
Elena Chao
CEO-Global Connections

**Your company's CEO asks you to give a talk at a conference next month.
You're enthusiastic about the topic but have questions about the presentation...**



The basics – what do you need to know

**You're interested in the presentation topic, but need more details.
Write down the questions you have about the presentation.**

I want to give the
presentation...

But first I need to
know...





Determining the goals of your talk

- What should your audience **gain** from attending your presentation?
- Keeping this question in mind will help you develop a **successful** talk.

What do you want your talk to achieve?

Are you training your audience in a new skill?

Do you want to inspire your audience?

Do you want to promote your company brand?

What tone do you want to create? Serious?
Entertaining? Funny?

What knowledge do you want the audience to take home with them?





Determining the goals of your talk

What is your goal when talking to the university students about the internship programme?



**Who is your audience?
What tone will be most effective?**



Determining the goals of your talk

A

You have been asked to speak for ten minutes between courses during a corporate dinner. The team wants to celebrate a particularly profitable year.

B

You have been invited to a local secondary school to talk to a group of forty sixth-form students. You work for a successful law firm and the headteacher has asked you to talk about career options.

C

You have been asked to give a talk to newly-hired employees. They need to learn basic skills before they are sent from the company's headquarters to regional offices across the country.

D

You work for a soft drink manufacturer and have been asked to present to a global supermarket chain about them stocking your latest product.

1. inspire

2. train

3. promote

4. entertain



Developing a structure

- Once the relevant details and goals of your talk are clear, it is helpful to start with a rough **outline** of your talk.
- A structure like this can be used to outline a talk of any length, from five minutes to an hour!
- The **body of your presentation** should receive the most time.

1 Personal introduction	2 Topic introduction	3 Body of presentation	4 Conclusion
Give a short introduction to you and your professional background	Briefly summarise what you will be presenting	Deliver information, tell stories, and engage your audience in your topic	Wrap up your talk and give your audience next steps



Developing a structure – match the title to the section of the talk

1. Personal introduction

2. Topic introduction

3. Body of presentation

4. Conclusion

A

Today, I'd like to tell the story of five wonderful interns and one amazing summer. Last year, Global Connections started an international internship initiative. We brought five young people to work at our headquarters in Brighton. I'd like to share some lessons learned and stories from this initiative.

B

How do you find international interns? We had connections with secondary schools and universities in places like the Philippines, Kenya, and Vietnam. I highly recommend schools as a way to recruit interns.

C

As you've seen, the internship programme was beneficial for our interns, who gained lots of career and language skills. However, it was also truly valuable for our office. I think we learnt a lot more about the world. To sum up, I encourage you to make global connections and bring young, international talent to your offices.

D

My name is Karla Fernandez. I am an assistant human resources manager at Global Connections. We are a tourism firm that designs eco-friendly and community-friendly tourism experiences. I've been in this role for three years.



Connecting with your audience

- There are a wide variety of strategies to build **interest** and **intrigue** throughout your presentation.

How do speakers connect with their audience?

Make a strong start

Audience interaction

Anecdotes

Share your goals with your audience

Humour and pop culture references

Invite your audience to do something after the talk





Making a strong start

- You can make a strong start by giving a **surprising fact** or an **interesting statistic**.
- Ask a **question** to get your **audience thinking**!



The average American generates nearly 4.5 pounds of rubbish every day.

How much more waste do you think our planet can take?





Making a strong start

- Starting well will get your audience's **attention** right from the start.
- Give an **instruction** or ask the audience **to do something**.
- Quote a **famous person** or **inspirational saying**.



Imagine the world as it was before the internet.

As John F. Kennedy once said, 'those who dare to fail miserably can achieve greatly.'





Making a strong start

Put each opening sentence into the correct category.

1. In 2017, 19% of the US population did sport every day

2. Forget everything you know about me.

3. Why do your customers want your product?

4. Over 40% of UK households have access to a TV streaming service

5. Picture yourself on your first day of school

6. How many people in the UK own a smart phone?

instruction

fact or statistic

question



Audience participation – interactive polling tools

After your introduction, your audience will start to get restless

What makes you most excited about starting this new job?

Try using a smart phone polling tool to pose questions to your audience and get answers in real-time.



Audience participation – other interactive techniques

Use other interactive presentation software to allow your audience to give you real-time **traffic light** feedback. This will tell you how much they understand and whether you need to explain anything again.

green = fully understand



amber = not sure



red = do not understand



Why is this information **useful**?





Anecdotes

- An **anecdote** is a short, interesting story about your **personal experience**.
- They are a great way to **connect with your audience** and can make your presentation more **relatable**.
- Anecdotes usually tell a story from your **past**. Focus on **where** you were, **who** you were with and **what** you were doing.



I'll never forget the first thing my business lecturer told me when I started university.

When I first walked through the doors at Sony, I'll be honest: I was a little scared.





Match the anecdote to the topic

1. sport scouting

2. social media and the attention economy

3. innovative teaching methods

4. customer support in banking

A

They were a little surprised at first. They didn't know what to do, or where to go. I hadn't given my class any warning the day before. As an experiment, first thing in the morning, I removed all of the classroom's desks and chairs. 'We're doing things a little differently today,' I told them.

B

As soon as I stepped off the train, I knew something felt wrong. Do I have my bag? Yes. Do I have my phone? Yes. I tapped my trouser pockets and my stomach sank. My wallet. I had left it on my seat. My ID. My debit card. That photo of my dog. All gone.

C

Yesterday morning, at breakfast, I was watching my son scroll through his feed on his phone. His mother and I don't normally allow phones at the table, but it isn't a strict rule. Something caught my eye: he stopped scrolling every time he saw a video, and didn't stop for a single picture.

D

I could tell straight away that she was talented. She seemed to move around the court so much faster than the other players, who all obviously respected her skill. By the end of the first quarter, she had already scored twice as many points as anyone else. 'We've found someone special, here,' I thought to myself.



Transitional segments

- **Transitional segments** are the words or phrases that help you move from one topic to the next.
- Planning and practising **transitional segments** helps you keep your presentation flowing smoothly.



I'd now like to discuss the challenges of this programme.

I've given you a good overview. **Let's move on** to some specific examples.





Transitional segments

- Look at the **transitions** below.
- The phrases in **bold** will help your audience **follow** what you are talking about.

Topic A	→	Topic B
<i>The benefits of public transport</i>	→	<i>The cost of running a car</i>
So far I've focused on the benefits of public transport. But, what about the reasons against having a car?		
<i>Talking generally</i>	→	<i>Giving specific examples</i>
To illustrate my point , here are some of the key findings from my research.		



Transitional segments

- The words and phrases below can be used **before the main clause** in sentences.
- ***First of all***, I want to look at last year's figures.
- ***Soon***, I will take some questions from the audience.
- ***Above all***, I hope you have enjoyed this talk.

Sequence	Emphasis	Exemplifying	Consequence
first of all	above all	for instance	therefore
to begin with	certainly	to demonstrate	as a result
soon	in fact	in particular	for this reason



Below are some notes for a conference talk. Use the previous slide to transition between topics

A

I'd like to tell the story of five wonderful interns and one amazing summer. Last year, Global Connections started an international internship initiative. We brought five young people to work at our headquarters in Brighton. During my talk, I'd like to share some lessons learned and tell you how to create a programme like this for your office.

B

We found our interns through our connections with secondary schools and universities in places like the Philippines, Kenya, and Vietnam. I highly recommend schools as a way to recruit interns.

C

Choosing interns was difficult. We had many qualified candidates. We brought together the HR department and all the other department heads to discuss applicants. We looked at their field of study, their letter of motivation, and their language skills.

D

Feedback for this initiative was very positive. All of the interns agreed that this experience had a huge positive influence. Some plan to study or work here in the future. Our CEO and leadership team called the programme a big success.

1. Transition from segment A to B

2. Transition from segment B to C

3. Transition from segment C to D



Tips and advice

- You are almost ready to start planning your own **first-rate** presentation.
- There are just a few more **important things** to get right.

What else is important to remember?

Visual aids

Coping strategies

Finishing strongly





Using visual aids

- Presentations are often accompanied by a **visual aid**, like a PowerPoint presentation.
- Using a tool like PowerPoint has several benefits:



You can illustrate your ideas with **pictures, diagrams, or graphs.**

A PowerPoint can also help you **follow your outline** and **stay on topic.**





Using visual aids

- Remember: **your words** and **how you deliver them** will be the most memorable and important part of your conference presentation.



Use your PowerPoint to highlight essential information or ideas.

Don't pack your PowerPoint slides with lots of words, and don't read straight from the slides!



A PowerPoint slideshow that is nothing but paragraphs of text won't enhance your presentation, but a slideshow with pictures and graphics will.



Finishing strongly

- It is important to finish your presentation in a **memorable** way.
- Discuss the techniques below. Which do you think is the **most effective** and **why**?

call to **action**



revealing **surprising** information



summarising the talk



taking **questions** from the audience





Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again



Answer key

Exercise p. 21
A=3; B=4; C=2; D=1

Instruction: 2, 5
Fact or statistic: 1, 4
Question: 3, 6

Exercise p. 17

1d, 2a, 3b, 4c

Exercise p. 13

Exercise p. 11
A=4; B= 1; C=2; D=3





Respond to the email

**You receive this email from a former classmate.
He's asking you to speak at a conference he is organising, but
he doesn't include much detail about it. Respond to his email.**

<div>-</div> <div>□</div> <div>×</div>
To: HR@globalconnections.co.uk
Subject: Conference invitation
<p>Hello Nicola,</p> <p>I hope this email finds you well. I am arranging a conference in Zurich next month and I would very much like you to speak at it. I know you are busy, but please get in touch if you are available.</p> <p>Best, Arthur</p>



Planning your conference talk

Arthur replies with more information about the conference. Use the information below to plan your presentation. When you are ready, practise delivering your talk!

audience
interaction

strong finish

transition
segments

anecdotes

structure

making a strong
start

- ☐ • Your talk should be 5-7 minutes
- ☐ • Your audience is 25 young professionals in your field
- ☐ • You can discuss any topic, but your talk should inspire and entertain the audience
- ☐ • For example, you could talk about:
 - how to motivate employees
 - teaching young children
 - learning to code
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

