



Source . Understand . Research . Evaluate.

Designing the Attention Grabber and Conclusion

Do's and Don'ts of Attention Grabber

Do	Examples
Ask a question or propose an idea. <ul style="list-style-type: none"> This sets the audience thinking. It captures their interest. It engages the audience. 	Can you guess the age of the teenager in this article about abortion?
Use a visual or prop. <ul style="list-style-type: none"> This opens up the imagination of the audience. It helps to frame the audience's mindsets for the presentation. 	Do you know what differentiates you from the person next to you? I am holding a clue...
Make a shocking statement or share your findings. <ul style="list-style-type: none"> A shocking statement or interesting findings will capture the interest of the audience. 	Men can get pregnant in the 21 st century.
Don't	Examples
Make an apology. <ul style="list-style-type: none"> This weakens the confidence of the audience in your presentation. Try to solve the problems before the presentation. 	We meant to show you a very interesting video clip, but today the equipment is not working. We're sorry...
Ask a rhetorical question. <ul style="list-style-type: none"> A rhetorical question is one to which no answer is expected. It does not fully engage the audience. 	Is the torture of animals cruel?
Tell a joke. <ul style="list-style-type: none"> It is hard to tell a good joke; try it out on your friends first. Avoid racist jokes. 	One day on an airplane, an American, a Singaporean and an Indian were flying to Hong Kong... haha...

Concluding the presentation

Point to note:	What you can say:
Inform your audience that you are about to conclude your presentation.	We have come to the end of our presentation...
Recap the main points of your presentation and summarise your conclusions.	We have looked at the reasons why young people are not willing to venture out as entrepreneurs, both locally and abroad. These include...
Express your viewpoints about the project.	It takes a lot of encouragement and planning for an entrepreneur to take the first step. It may not be easy, but it's definitely worth doing.