



HOW TO MAKE AN EFFECTIVE OPENING FOR A PRESENTATION

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What included?

Basic elements:

Attention Getters

1.Greeting

2.Title, subject

3. Purpose

4. Outline

5.Length

Establishing credibility

6.Inviting questions

Making a start

Introduction should include:

- greetings
- self-introduction
- the title/subject/purpose of your presentation
- the main parts or points you will cover
- the length of time you will take
- when the audience may ask questions
- a reference to the audience: a human touch

Greetings

- Formal greetings:

“Good morning, ladies and gentlemen”.

- Informal greetings

“Morning everyone”

“Hi guys”

“Hello and welcome”



Self introduction

It is important to tell
your audience

- who you are
- where you are from
- what your position is
- what your job responsibilities are

This must be done at
the very beginning
of the talk



Stating the purpose

- In your introduction, it is a must to state the following:
 - why you are there.
 - what you are going to talk about.
- You can do this
 - right at the beginning
 - by building up gradually, leaving your statement of purpose until the latter part of the introduction.

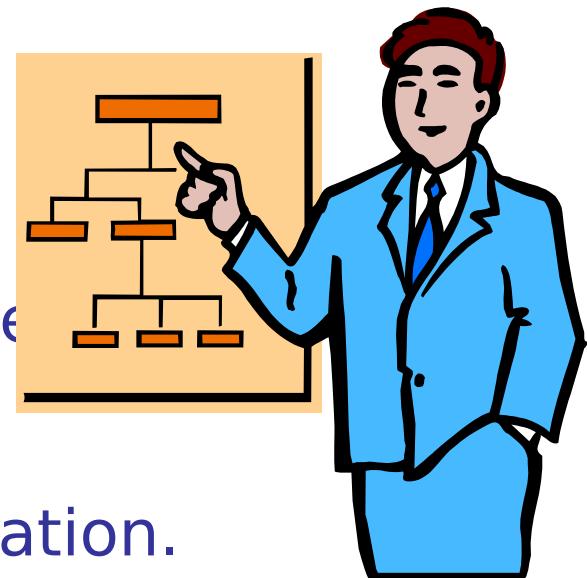
Note: Both ways can be equally effective.

Useful expressions

1. *In my presentation today I'm going to explain ...*
2. *What I'm going to explain this afternoon are ...*
3. *The subject/focus/topic of this presentation is ...*
4. *By the end of this presentation, you will understand ...*
5. *This topic is important for you to understand because ...*

Outlining the main parts

- Purposes of outlining are:
 - tell the audience the main points.
 - tell the audience the order to develop your points.
 - to define the limits of the presentation.
 - to focus the audience on the aspects of the topic.



Useful expressions

1. **I'll be developing** three main points **First**, I'll give you
Second, I'll talk about**Last** , I'll conclude my talk with ...
2. **My presentation consists of** four sections. The first part is to deal with ... The second part is to address ... The third part is to further go into ... And the final is to look at ...

Informing the length of time

- Some useful expressions:
 - *My talk will only take about 15 minutes of your time.*
 - *To cover all these points, it is going to take me some minutes.*



Audience question time

- Some useful expressions:
 - *As my presentation will only last 15 minutes, could you please keep any questions you have until the end of the talk? Thank you!*
 - *During my talk, if you have any questions, please interrupt me and I will be more than happy to answer them!*

A reference to the audience

- Some useful expressions:
 - *I know that you are very busy so I really appreciate your spending time with me today.*
 - *I am very grateful for your being here today though it is weekend time.*
 - *I believe that some of you have traveled quite a far distance to attend my talk so I won't waste your time anymore.*

A sample introduction

- Good morning everyone! Thank you for being here with me today. As you know, I'm Sandra Roddick and I'm the Sales Director of A&T company. The purpose of this presentation is to update you on the sales operation of the company in the past 6 months. My talk will be divided into 3 main parts. The first part is to deal with the sales figures. The second part is to address some problems we have encountered so far. And the final part is to propose some tentative solutions. To cover all these points, it is going to take me around 30 minutes. During my talk, if you have any questions, feel free to interrupt me.

ATTENTION GETTING TECHNIQUES

- Problem technique
- Amazing fact technique
- Story/ anecdote technique
- Famous quote technique
- Thought – provoking questions technique

Language Focus - Problem technique

(Giving audience a problem to think about)

- Suppose... How would you...?

(Suppose you were in a tornado. How could you protect yourself?)

- Have you ever thought about.... ? Well, if I could explain how ... , would you be interested?
(Have you ever thought about becoming a millionaire? Well, if I could explain how to earn a million dollars, would you be interested?)
- How many of you here today have thought about ? Well, imagine.... Do you think this is possible?
(How many of you here today have thought about traveling to outer space? Well, imagine being able to take a vacation on the moon. Do you think this would be possible?)

LANGUAGE FOCUS - Amazing fact technique

- Did you know that (*90% of the earth is covered in water?*)
- According to the latest study, (*30% of Americans are obese or very overweight.*)
- Statistics show that ... (*studying all night for an exam is less effective than consistent study.*)
- I read the other day that ... (*one out of every three Americans gets too little sleep.*)
- A report published in the New York Times said that ... (*people who smoke die an average of 10 years early.*)
- Research has shown that (*being distracted while driving, such as talking on a cell phone accounts for more than 30% of all car accidents.*)

LANGUAGE FOCUS

Story/anecdote technique

- You know, when I think about I'm reminded of
(You know, when I think about giving presentations, I'm reminded of some of the most famous speeches such as Abraham Lincoln's "Gettysburg Address" or Martin Luther King's "I have a dream" speech. They were less than 10 minutes long, but they were very powerful.)
- Have you ever been in a situation where ... ? I remember when It turned out that
- The other day I was...

LANGUAGE FOCUS

Famous Quote Technique

- A famous..., once said, and I quote, “...”

For example: A speech about the responsibilities of the youth can begin like this:

President J.F. Kennedy, once said , “Ask not what the nation has done for you but what you have done for the nation”

- Let me start by quoting Shakespeare, a famous poet.
- Shakespeare, once said, ""

LANGUAGE FOCUS

Thought - provoking questions

- Let me begin today by asking you a question. How many of you have

(Before I begin, I'd like you to think about the following question. How many of you have given a presentation in English? Raise your hands.)

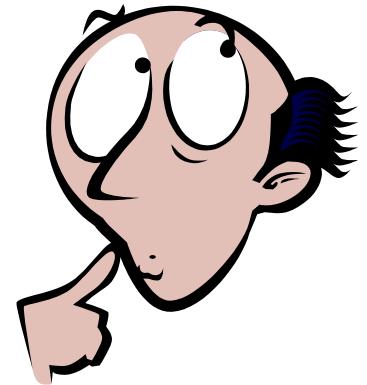
Establishing credibility.

Examples

- I work for ... I am conducting research on
"I work for the Mayo Clinic in R & D. I am conducting research on Magnetic Resonance Imaging (MRI)."
- I'm a ...for the ... Corporation/Company. I'm currently...
"I'm a software engineer for the Multimedia Corporation. I am currently writing a program that translates Vietnamese into Khmer"
- I teach ... at the University of ... My research has mainly focused on ...
"I teach Social Work at the University of Washington. My research has mainly focused on support given to the elderly by nuclear family members."
- I have a grant from the ... ABC Foundation to study ...
"I have a grant from the Ford Foundation to study hybridization in automobile engines."
- As a past recipient of the Award, I would like to talk about
"As a past winner of the Teacher of the Year Award in my department, I'd like to talk about what makes a good teacher."

Examples of unacceptable credentials

- "*I'm considered the best researcher at my institution. In fact, people are always asking me questions.*"
- "*I consider my work to be the best in the field. I hope to win the Nobel Prize in the future.*"
- "*Even though my research has some defects, I'd like to share my results with you today.*"
- "*There are some limitations to my study, so my results are unrealistic to some degree.*"



Practice