

7.1a

An introduction to presentations

Worksheet

A Study the stages of a presentation 1–7. Then fill in the gaps with words from the box below.

- 1 Start with something to get attention: a surprising fact; a reference to 'here and now'; a question; a humorous quote/story; audience participation; a visual aid. _____
- 2 a) Say a few words about yourself b) Tell the audience the structure of your talk c) Tell the audience how they will benefit from your presentation. _____
- 3 Present a small number of main points – a maximum of four. _____
- 4 Connect each point to the needs/interests of your audience. For example, show the audience how they will benefit or ask them a question. _____
- 5 Give examples to make your points clear. _____
- 6 Summarize the main points again. Mention the key benefits – how audience members can apply the information in your talk to their specific situation. _____
- 7 Finish with impact: a link back to your opening Bang!; a dramatic statement which sums up your message; an unusual visual aid; a strong *Thank you for your attention*; a call to action (something you want the audience to do). _____

Examples Recap Bang! Bang! Bridge Message Opening

B The first letters of the answers you wrote in Section A spell 'BOMBER B'. Remember this phrase – it will help you to plan your presentations. Match each extract below with a stage of BOMBER B.

- 1 By the end of my talk you will be able to decide if you need to ..., and if so what are the different options. Opening (c)
- 2 OK, let's stop there. I'd like to finish by thanking you all for your attention. I'm now going to distribute this brochure As you can see from the title, the message I want to leave you with today is: 'Let's grow – together.' _____
- 3 Well, good morning everyone. I hope you all found somewhere to park your car this morning. They say the roadworks will be finished shortly, but they've been saying that for the past six months! OK, today I'm going to talk to you about a new product to help people to give up smoking. Did you know that every day 1,000 people die from smoking-related diseases? That's the same as two jumbo jets crashing every day. _____
- 4 I'd like to turn to the question of How many of your clients put this as their number one priority? _____
- 5 Right, I think that covers everything. So, before I finish, let me just summarize my main points again. I've talked about ..., I also described ..., and I explained In short, I've tried to show you how ... _____
- 6 My name is ... and I'm a Senior Partner here at Morris Brothers. During my presentation I'll be talking about three main areas. First, I'll tell you a little about ..., second ..., and third why we believe we can offer If anyone has any questions, please feel free to interrupt. _____



7.1b

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Worksheet

- C** Read these alternative openings for a presentation on renting office space. Notice that the content of the two openings is basically the same.

Opening 1

Good morning, ladies and gentlemen. First of all, I'd like to thank you for inviting me here to speak to you today, and I hope that after that excellent coffee no one will fall asleep during my presentation! Well, let me introduce myself – my name is Carlos Pinto and I am the Sales Director of Centre-Space Properties.

My objective here today is to help you to find the right office for your business. During my talk I'll be looking at four areas. *(looks briefly at notes)* I'll begin by introducing our company, then I'll show you some slides of office space that we have available in this city. After that I'll move on to describe our optional service package, which includes security and secretarial services. Finally, I'll deal with the question of price. My presentation will take around 20 minutes, and if you have any questions I'll be pleased to answer them at the end.

OK. *(shows slide with an organigram of the company)* Let's start by looking at who we are and how the company has developed over the last 10 years.

Opening 2

I bet you're sick of looking for office space, right? Are you feeling like this? *(shows slide of a confused businessman in a small room with a big question mark over his head)* Who feels like that? *(looks around room, everyone laughs)* Wouldn't you prefer to feel like this? *(shows slide of a relaxed executive in a large office with plants and a line of clients in the background)*

You all know the importance of location for business success. Well, we can help you. *(shows transparency with a few words in large print)* My company is called Centre-Space Properties. Our success over 10 years has been built on a simple philosophy. We offer our clients: *(pointing to words on slide)* choice; an optional service package for your complete business needs; and the right price.

Right, I'd like to begin with a question: do you know which area in this city has the highest rent costs per square metre? *(looks round, waiting for answer)*

Discuss:

- 1 What are the advantages and disadvantages of opening 1?
- 2 What are the advantages and disadvantages of opening 2?
- 3 Can you think of situations where each would be appropriate?

- D** Discuss these points:

- 1 What is the problem with reading a presentation word for word? What alternatives are there?
- 2 How can you 'break the ice' at the beginning of a presentation?
- 3 What techniques can the presenter use to relax if he/she starts to feel nervous?
- 4 Is it a good idea to tell the audience at the beginning what you will talk about and for how long?
- 5 Is it a good idea to summarize the main points again at the end?
- 6 Some people prefer to answer questions during their presentation, others at the end. What are the advantages and disadvantages of both methods?
- 7 What kind of audio-visual aids do you use in your presentations?
- 8 Can you give any other advice on how to give a successful presentation?