

WELCOME

**PRESENTING IN ENGLISH:
HOW TO GIVE SUCCESSFUL PRESENTATIONS**

Adopted from Mark Powel's Book: Presenting in English, 2002

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Learning Points



- A. How to Start and Make an Immediate Impact on Your Audience
- B. How to Use Visual Aids to Maximum Effect
- C. How to Develop Your Public Speaking Style to Impress and Influence Your Audience
- D. How to Deal with Questions from the Audience



A. How to Start and Make an Immediate Impact on Your Audience (1)

Good afternoon, ladies and gentlemen.

(On behalf of..., may I welcome you to...)

My name's ...

I'm responsible for/I'm from ...

This afternoon I'd like to...

discuss...

report...

and present...

If you have any questions you'd like to ask, I'll be happy to answer them.

or

Perhaps we can leave any questions you may have until the end of the presentation.



A. How to Start and Make an Immediate Impact on Your Audience (2)

Use 'hooks' – simple techniques for getting the immediate attention of the audience:

(1) give them a problem to think about

Imagine Do you think that's possible?

(2) give them some amazing facts

Statistics show that

(3) give them a story or personal anecdote

I remember when



Look at the presentation openings below and identify them as Problems, Amazing Facts or Stories

1. Did you know how much do Japanese companies spend on entertaining clients in a year? It's 40 billion dollars. That's four times than the entire GDP of Bulgaria. You could buy General Motors for the same money.
2. Suppose your advertising budget was cut by 99% tomorrow. How would you promote your product?
3. According to the latest study, by 2050 only one in every four people in Western Europe will be going to work. And two will be old age pensioners.
4. I read in the newspaper that the world's highest paid executive works for Disney and gets \$230 million a year. Now that's about \$2000 a minute!
5. When I think about creativity, I'm reminded of the man who invented the microwave oven. He spent years messing around with radar transmitters, then noticed the chocolate in his pocket was starting to melt.

B. How to Use Visual Aids

Expressions to introduce and explain your visuals

- *Take a look at this*
- *Let's have a look at this*
- *I'd like you to look at this.*
- *Here we can see*
- *The represents And the represents*
- *Let's look at in more detail. As you can see,*
- *I'd also like to draw your attention to*



Write out the following sentence fragments in the correct order to make a complete presentation extract.

- 1) see, it's a fairly typical growth
- 2) Have a look at this graph. As you can
- 3) stages of its development. The vertical axis
- 4) and the horizontal
- 5) shows turnover in millions of dollars
- 6) curve for a young company in the early
- 7) axis represents the years 2001 to 2005

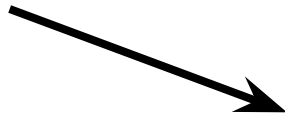


- 2 Have a look at this graph. As you can
- 1 see, it's a fairly typical growth
- 6 curve for a young company in the early
- 3 stages of its development. The vertical axis
- 5 shows turnover in millions of dollars
- 4 and the horizontal
- 7 axis represents the years 2001 to 2005

What verbs do you use to talk about the following change and development?



increase
rise



decrease
fall



shoot up
take off



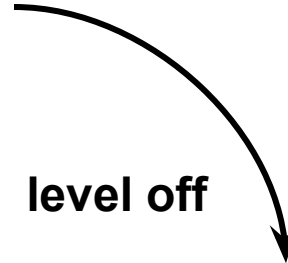
plunge
slump



fluctuate



recover
pick up

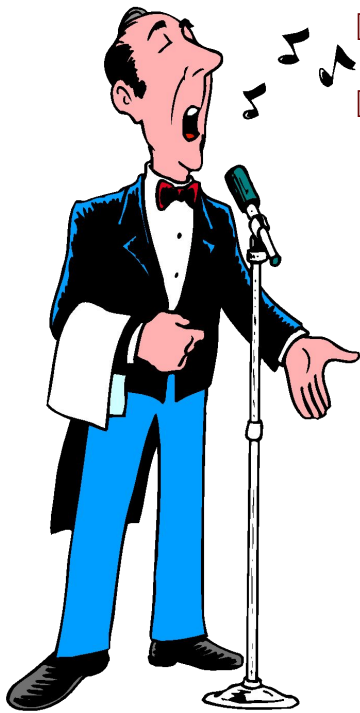


level off



remain steady

C. How to Develop Your Public Speaking Style to Impress and Influence Your Audience (1)




- Clear articulation
- Pausing in the right places
- Pitch Control:
 - a dramatic rise in your voice creates anticipation and suspense
 - a sharp fall gives weight and finality to what you have just said.
 - keeping your voice up tells the audience that you are in the middle of saying something and must not be interrupted.
 - letting your voice drop lets them know you have completed what you wanted to say

Which of the following chunked statements don't work?

1. a. The person who never made a mistake... never made anything.
b. The person...who never made a mistake...never...made...anything.
~~c. The person who...never made a...mistake...never...made anything.~~

2. a. Big companies...are small companies...that succeeded.
~~b. Big companies...are...small companies that...succeeded.~~
c. Big companies...are small companies that succeeded.

3. a. Hard work never killed anybody,...but worrying about it did.
b. Hard...work...never...killed...anybody,...but worrying about it did.
~~c. Hard work never...killed anybody,...but worrying...about it did.~~



Practice your articulation, pausing, and pitch control by reading the following presentation extract.

The world's most popular drink is water. You probably knew that already. After all, it's a basic requirement of life on earth. But, did you know that the world's second most popular drink is Coke? And that the human race drinks six hundred million Cokes a day? Now, let's just put that into some kind of perspective. It means that every week people drink enough Coke to fill the World Trade Center.

C. How to Develop Your Public Speaking Style to Impress and Influence Your Audience (2)

To get more attention from your audience, you can apply the following further techniques:

- (1) using rhetorical questions: you present your ideas as questions rather than direct statements

The obvious disadvantage of setting up in Indonesia is its economic situation. But what are the advantages? The advantages are the low cost of land, an excellent exchange rate, and the low cost of labor.

- (2) using dramatic contrasts

Ten years ago we had a reputation for excellence

Today we're in danger of losing that reputation

- (3) tripling:

What's needed now is time, effort, and money



Look at the following famous quotations. Can you guess the missing words?

- John F. Kennedy:
“Ask not what your country can do for you.
Ask what you can do for your country.”
- Plato
“Wise men talk because they have something to say;
fools because they have to say something.”
- Abraham Lincoln:
“Government of the people, by the people, for the people.”
- Henry Ford:
“Coming together is a beginning;
keeping together is progress;
working together is success.”



D. How to Deal with Questions

Four Basic Types of Questions:

1. Good questions:

Thank the people for asking them. They help you to get your message cross to the audience better.

2. Difficult questions:

These are the ones you can't or prefer not to answer. Say you don't know, offer to find out or ask the questioners what they think.

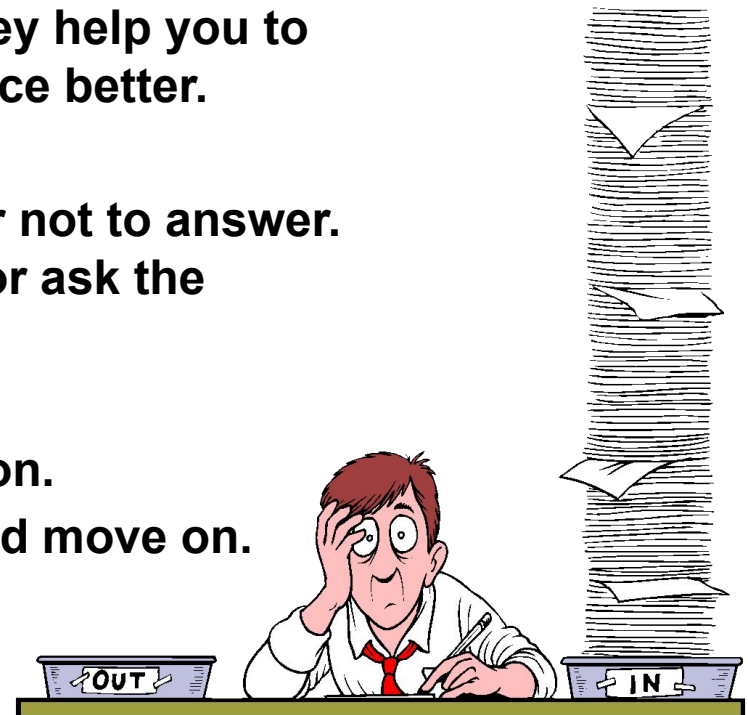
3. Unnecessary questions:


You have already given this information.

Point this out, answer briefly again and move on.

4. Irrelevant questions:

Try not to sound rude, but move on.





Put the following responses into four groups:
responses to good questions, difficult questions,
unnecessary questions, and irrelevant questions.

1. Good point.

Good question

2. Well, as I mentioned earlier, ...

Unnecessary question

3. Interesting. What do you think?

Difficult question

4. I'm afraid I don't have that information with me.

Difficult question

5. To be honest, I think that raises a different issue.

Irrelevant question

Now You CAN

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That's All.
Thank You for Your Attention.
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