

Speaking points for credit

1st Term

1. How to be mobile and what device to choose?

- What is “to be mobile” for you?
- What criteria are important to you when you choose a device (Smartphone, laptop, tablet...)?
- Which criteria are important for these people:
 - English teacher
 - Freelance web designer
 - Student of BSUIR
 - Owner of a small cafe

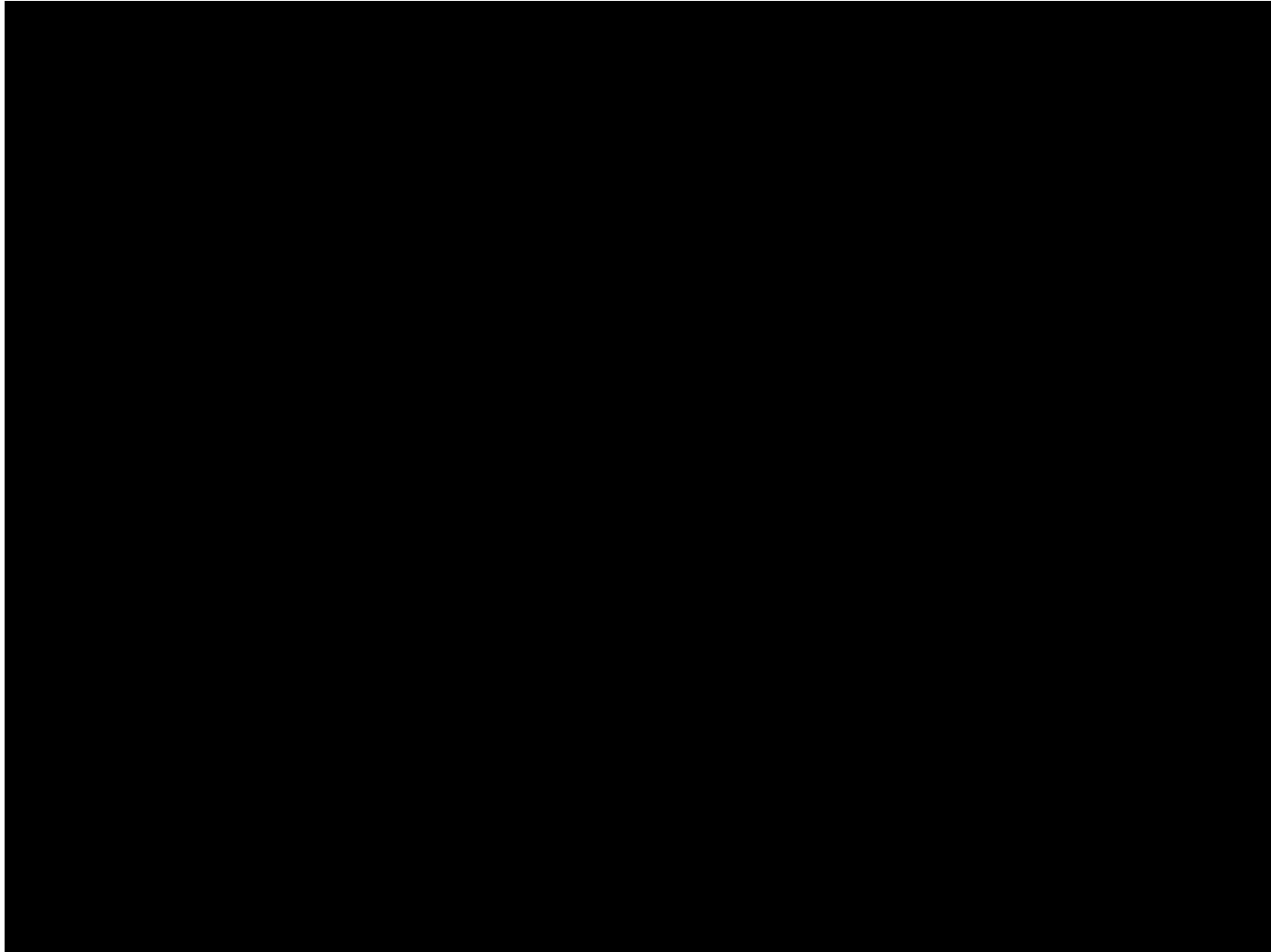
2. How to start and hold a meeting?

- What is a general structure of a meeting?
 - Opening
 - Agenda
 - Closing
- Phrases for Introduction:
 - Greetings
 - Title/subject
 - Purpose/objective
 - Length
 - Outline/main parts
 - Questions
 - Reference to the audience

3. Techniques that S. Jobs used to present? Which ones do you use?

- Planning
- Twitter-friendly Description
- Introducing the Antagonist
- Focusing on Benefits
- The Rule of Three
- Selling Dreams, not Products
- Visual Slides
- Making Numbers Meaningful
- Zippy Words
- “Holy Smokes” moments

4. Writing a CV. Being interviewed.



5. Evaluating websites

- Analysis
- Design and implementation
- Evaluation
 - Design
 - Navigation
 - Ease to use
 - Accuracy
 - Up to date
 - Helpful graphics
 - Compatibility

6. Tips for googling

- Watch the video
- Which one do you find very helpful?

7. Talk to a Venture Capitalist

- Where can we get money for a start-up?
- A structure of dialogue with a VC:
 - Name
 - Main Area of Business
 - Business Plan
 - Revenue streams
 - Stage of Development
 - Questions

8. Our world in 30 years

- Whatever!!!