

# Speaking points for credit

1<sup>st</sup> Term

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# 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

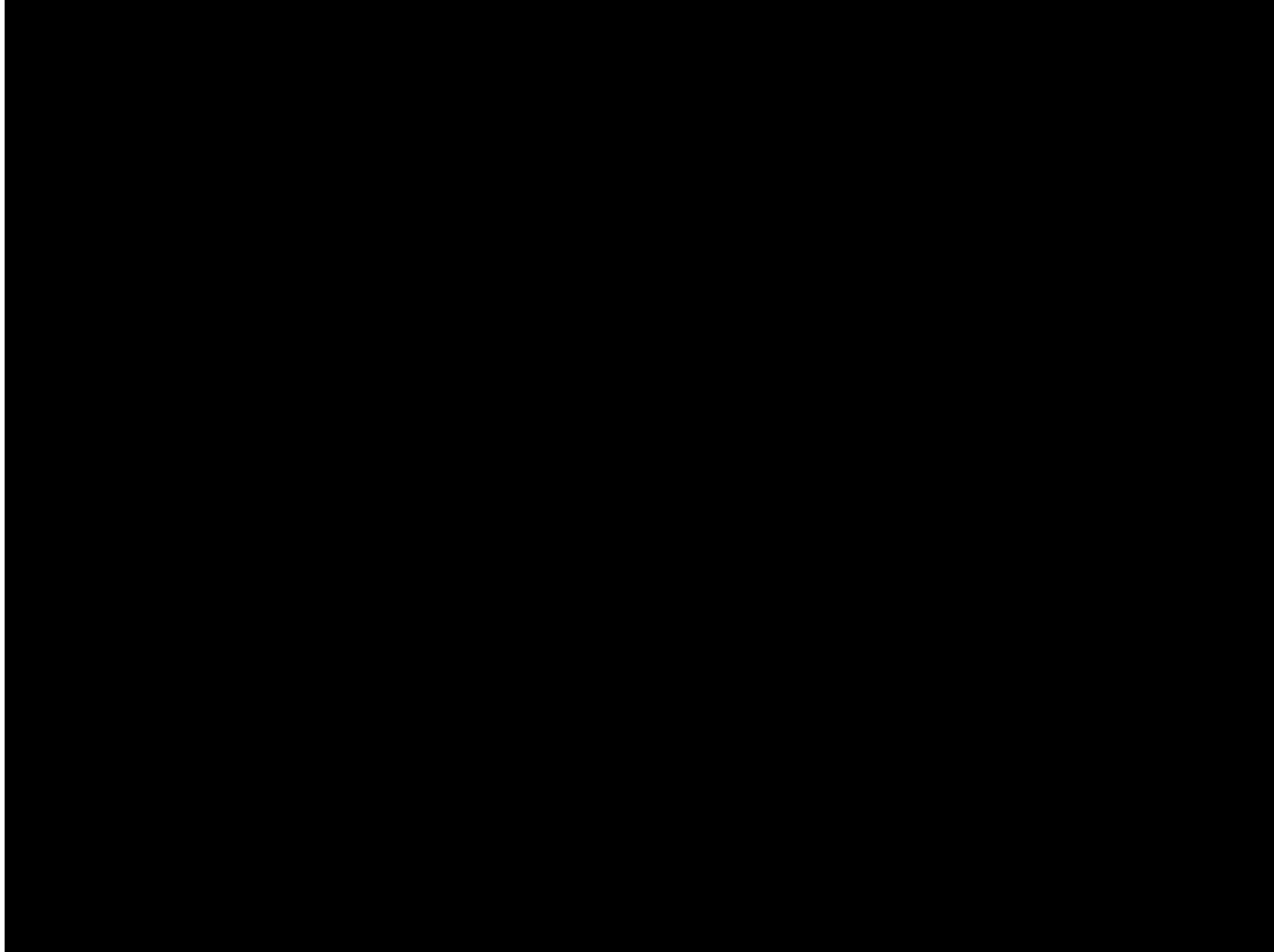
## 2. How to start and hold a meeting?

- 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!!!