

# How to Make a Good Presentation

on the basis of the  
book by Mark Powell

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# Target learners

- **The learners:**  
1-2nd or 3d year undergraduates,  
postgraduates focusing in different  
fields of engineering and  
technology
- **Levels:**  
from pre-intermediate to advance

# Structure of the course

- Warming-up activities.
- Thorough step-by-step instructions on how to prepare and deliver a presentation
  - Preparation
  - Introduction
  - Main part
  - Conclusion & questions
- Follow-up activities
- Students' presentations based on the knowledge received
- Analysis of the students' presentations

# Goals to achieve

- to make a clear-cut, well-organized presentation for University studies, post-graduate studies, as well as business or research
- to creatively synthesize what you have learned
- to make sure that organizing and giving presentations and public speaking of any kind becomes a pleasure and not a burden

# Approaches

presentation should

- intrigue, provoke, and inform an audience
- be short intensive specialist-informative
- dig into the topic
- be thought - provoking
- be enthusiastic (enthusiasm is infectious; audiences can't help but be affected by it)
- have a clear structure
- be made with a good sense of timing (not more than 10 minutes !!!)
- create rapport

# Warming-up activities

## Brainstorming Questions:

- What is a presentation?
- When is a presentation made? Is it only for business?
- Have you ever made a presentation? Was it successful?
- What do you think is essential to make a successful presentation?
- How to prepare for a presentation?
- What is a general structure of a presentation?  
(Introduction, outline, main part, summary, conclusion)

# Communication skills

- structuring information
- using an appropriate style of language
- exploiting visual aids
- adopting the right body language

# Tips on how to become a good presenter

to be learnt by heart

## 1. LEAVE NOTHING TO CHANCE

Check everything before you are due to speak - room, seating, visibility, acoustics and equipment.

## 2. KNOW EXACTLY HOW TO START

Plan the first minute of your presentation down to the last detail. Try to memorize your opening words. This will help you to sound confident and in control.

## 3. GET STRAIGHT TO THE POINT

waste time on long boring introductions. Try to make at least one powerful statement in the first two minutes.

## 4. TALK TO YOUR AUDIENCE

of the best presentations sound more like conversations. So, keep referring back to your audience, ask them questions, respond to their reactions.

## 5. KNOW WHAT WORKS

Certain things are always popular with an audience: personal experiences, stories with a message, dramatic comparisons, amazing facts they didn't know. Use them to the full.



- 6. BE CONCISE

Keep your sentences short and simple. Use deliberate pauses to punctuate your speech.

- 7. SPEAK NATURALLY

Don't be afraid to hesitate when you speak, but make sure you pause in the right places. Remember, you are not an actor trying to remember lines. A certain amount of hesitation is actually quite natural.

- 8. KNOW YOUR AUDIENCE

Speak for your audience, not yourself. Take every opportunity to show how much common ground you share with them. Address *their* goals, *their* needs, *their* concerns

- 9. TREAT YOUR AUDIENCE AS EQUALS

Never talk down (or up) to your audience. Treat them as equals, no matter who they are.

- 10. BE YOURSELF

As far as possible, speak to five hundred people in much the same way you would speak to five. You will obviously need to project yourself more, but your personality shouldn't change.

- 11. TAKE YOUR TIME

Whenever you make a really important point, pause and let the full significance of what you have said sink in . . . before you move on.

- 12. DON'T MAKE A SPECIAL EFFORT TO BE FUNNY ,

If you make a joke, don't stop and wait for laughs. Keep going and let the laughter (if it comes) interrupt you

- **13. LET YOUR VISUALS SPEAK FOR THEMSELVES**

Good visuals are just that - visual. Don't put boring tables of figures and long lines of text on the overhead and read them out. Stick to the main points. Experiment with three-dimensional charts, cartoons, interesting typefaces - anything to catch your audience's attention.

- **14. NEVER COMPETE WITH YOUR VISUALS**

When showing a visual, keep quiet and give people time to take it in. Then make brief comments only. Point to the relevant parts of the visual as you speak. If you want to say more, switch off your projector to do so.

- **15. DEVELOP YOUR OWN STYLE**

Learn from other public speakers, but don't try to copy them. Be comfortable with your own abilities. Don't do anything that feels unnatural for you, just because it works for someone else.

- **16. ENJOY THE EXPERIENCE**

The secret of being an excellent speaker is to enjoy the experience of speaking - try to enjoy the experience!

- **17. WELCOME QUESTIONS FROM YOUR AUDIENCE**

When members of your audience ask you a question, it is usually because they have a genuine interest in what you are saying and want to know more. Treat questions as an opportunity to get your message across better.

- **18. FINISH STRONGLY**

When you are ready to finish your presentation, slow down, and lower your voice. Look at the audience and deliver your final words slowly and clearly. Pause, let your words hang in the air a moment longer, smile, say

# Choose the subject for your future presentation:

week	subject	surname
4	Educational system in Russia (MSTU..	
5	Educational system in Great Britain	
6	Educational system in America (MIT..	
7	Educational system in Asian countries (Japan, China...)	
8	Moscow attractions	
9	Environmental protection	
10	Electricity	

week	subject	student's surname
11	Energy Crises	
12	Alternative Sources of Energy	
13	Nuclear Power	
14	Television	
15	Space Exploration	
16	Communications Satellite	
17	Summing up test	

## Questions to ask oneself before starting the preparation:

- What do you look like, what do you sound like?
- What will you do about nerves?
- What do you want to achieve?
- How will you remember what to say?
- What is charisma?
- How will you keep your energy up?
- How will you introduce yourself?

# Practice-1

- **Good presentation vs. Bad presentation (Episode 1, Effective Presentations by Jeremy Comfort, OUP, 2004, a video)**
- **Analysis of the video on p. 7 from the textbook**

# Practice -2

## How to prepare a presentation

- **Listening:**

- Assignment.** Work in pairs. Listen to the recording and make a list of what you need to do to give a successful talk or presentation

**How to prepare a presentation (Unit 7.6  
International Express by Keith Harding&Liz  
Taylor, OUP, 2005)**

# How to prepare a presentation

## Answers:

- The objectives.
- The audience.
- Content.
- Organization.
- Visual information.
- Practice.



# Presentation Delivery

## How to start a presentation?

Getting Started (Unit 1, Everyday Business English, textbook plus audio CD)

- **Some useful phrases.** Practice
- **Dialogues.** Listening/reading in pairs
- **Role-play.** English-Russian speakers, interpreters

# Practice - 2

## Home Assignment

By the next class:

1) Powell: tasks 1.1-1.4 pp.10-15

2) Make the introductory part of  
your own presentation

(Principles of Presentation for PowerPoint)

By David Jones [http://www.cmos.ca/effectivepresentations\\_DJones\\_files/v3\\_document.htm](http://www.cmos.ca/effectivepresentations_DJones_files/v3_document.htm)

# Course components

- Presenting in English by Mark Powell
- Principles of Presentation for PowerPoint by David Jones  
[http://www.cmos.ca/effectivepresentations\\_DJones\\_files/v3\\_document.htm](http://www.cmos.ca/effectivepresentations_DJones_files/v3_document.htm)
- Effective Presentations by Jeremy Comfort, OUP, 2004, a video CD and a teacher's book
- Business Presentations, Anne Freitag-Lawrence, Longman, 2003
- International Express Unit 7.6 by Keith Harding&Liz Taylor, OUP, 2005



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