

# Organizing and preparing interesting presentations



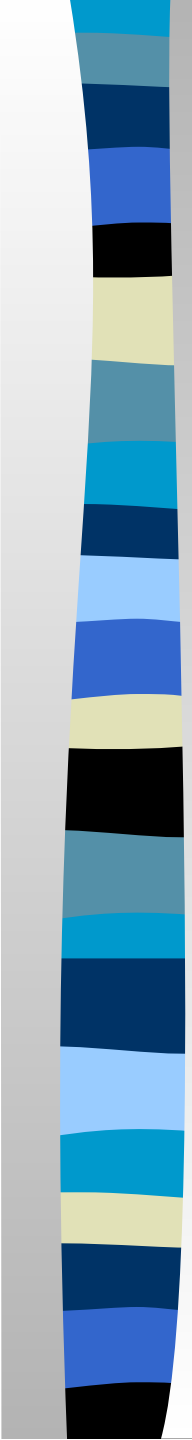
“There are always three speeches for every one you actually gave. The one you practised, the one you gave, and the one you wish you gave.”

Dale Carnegie, author of *How to Win Friends and Influence People*



# Discuss the following questions:

- To what extent do you agree with the quote above?
- What do you find most difficult about giving presentations?
- Can you think of a presentation that you have seen that didn't go well? Why didn't it go well?
- What are some of the problems of giving a presentation in a foreign language?

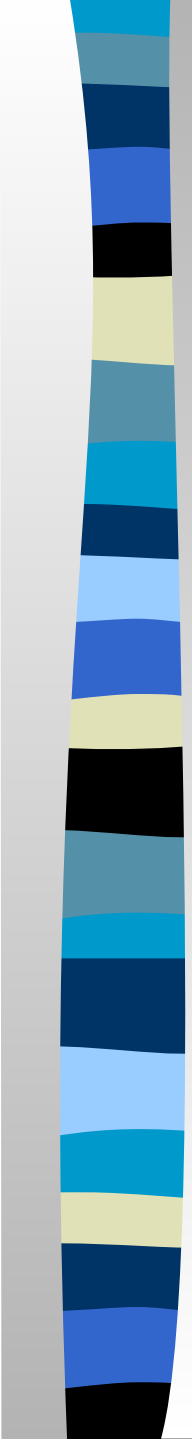


What are some of the things presenter should do in order to give a good presentation? Add to the list below.

- *speak clearly*
- ?
- ?
- ?

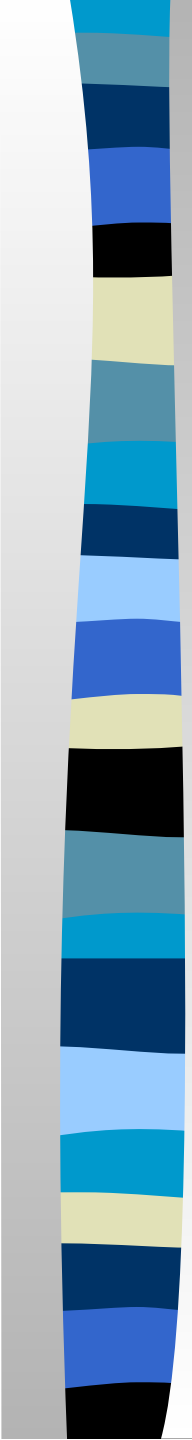
# Clarity and Signposting





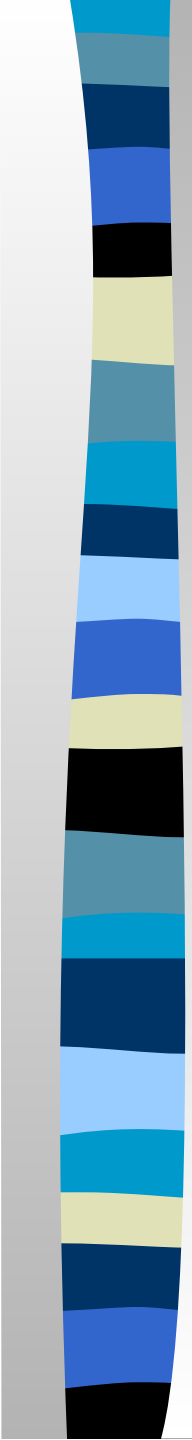
Look at the tips for writing a presentation. Do you think they are *dos* or *don'ts* of making presentation?

Tip	do	don't
1. Avoid passives. Active sentences are easier to understand and have a lot of impact.		
2. Use a lot of technical language to show how much you know about the subject.		
3. Use complicated language when you give a presentation in English to show how fluent you are.		
4. Use mainly the present simple, present perfect and past simple.		
5. You should let audience know when you want them to ask questions.		
6. Use the right level of formal language for your audience.		



# What is the problem with each of these sentences?

1. The order was received by our distributors early, so well done everybody!
2. The CBG has reported on the RDQ at the RMT on Friday.
3. Hi all you board members, what's up? I'll tell you what's up, our sales. Cool or what?
4. If we manage to obtain the acquiescence of the board, it will certainly ameliorate the situation.
5. He told me he hadn't known about our company.



It is useful to tell your audience how your speech is going to be structured. This helps them follow what you are going to say and also helps you to organize your speech. ==>

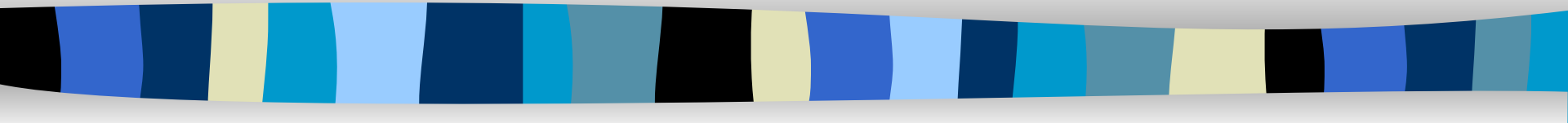


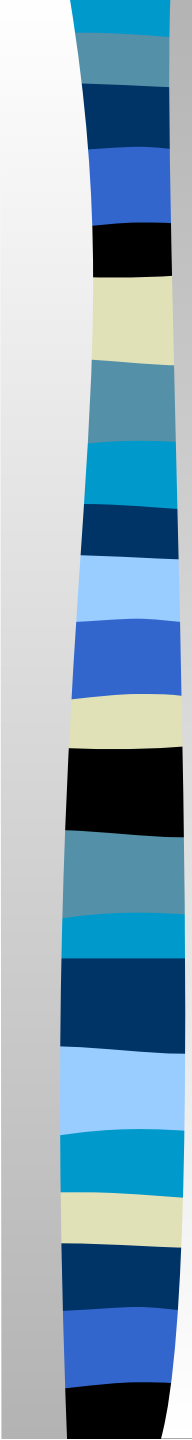
# Add the phrases a-h to the functions

- |                                 |                          |
|---------------------------------|--------------------------|
| 1. Introducing a subject        | a We've looked at...     |
| 2. Finishing a subject          | b Let's now look at...   |
| 3. Starting a new subject       | c I'll begin by...       |
| 4. Talking about the conclusion | d I'll sum up with...    |
|                                 | e Let's start with...    |
|                                 | f Next is...             |
|                                 | g I've told you about... |
|                                 | h The conclusion is...   |



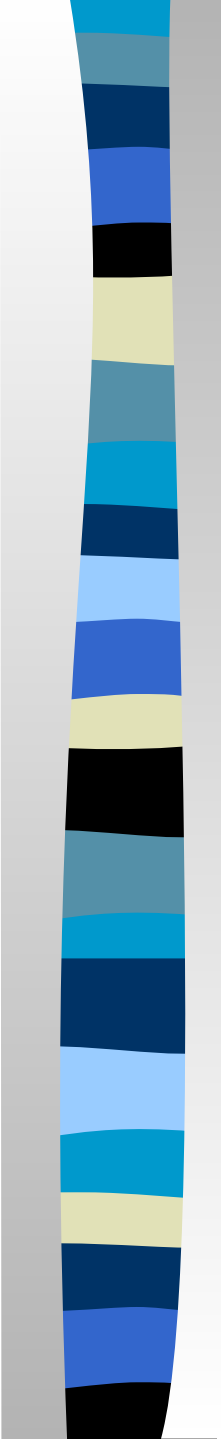
# Presentation Structure





The presentation has the following stages. Put them into logical order.

- A. Giving background information.
- B. Outlining the problem and the risk.
- C. Outlining how the solution will be achieved.
- D. Starting the presentation.
- E. Stating the proposed change.



# Persuading



And Raising Interest



These are some tips how to grab your audience attention. Note them down.

1. Use a personal story.
2. Use a short quotation.
3. Make a surprising generalization.
4. Use a surprising fact.
5. Make a challenging statement.
6. Call for action.
7. Ask a rhetorical question.
8. Use figures that have meaning to the audience.



# Which of the techniques above is used in these example phrases?

- a When I first came to this company there were only 16 employees.
- b It's time to tackle the problem.
- c It was Robert G. Allen who said 'the future you see is the future you get'.
- d Have you ever thought how much electricity this university wastes?
- e Fast food leads to so many social and health problems it should be banned.
- f Only 12 % of students think that they use their time at university studying effectively.
- h Forty million Americans have bought this product. That's 4 times more than population of Sweden.



Make the following sentences more interesting for the audience.

1. I think it would be a good idea to try and solve the problem with how to market this product.
2. We have sold over 20 million units.
3. I thinks a lot of people don't like our advertising campaign.



# Reference Page

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- **Dynamic Presentations.** Mark Powell. Cambridge University Press., 2011