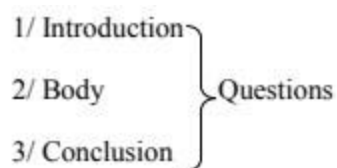


## Chapter III: Giving a successful presentation

Giving a good presentation takes practice. Not everyone is born a natural public speaker, but it comes with training.

These are some techniques used by all the best public speakers and best tips for good presentations used in several fields: for research or work, a new project or product idea, a quarterly marketing report, a product launch or as an industry expert in a summit.

Most presentations are divided into three main parts plus the questions:



As a general rule in communication, repetition is valuable. In presentations, there is a golden rule about repetition:

- Say what you are going to say,
- Say it,
- Then say what you have just said.

In other words, use the three parts of your presentation to reinforce your message. In the introduction, you tell your audience what your message is going to be. In the body, you tell your audience your real message. In the conclusion, you summarize what your message was.

The following are examples of language for each part of the presentation. You may need to modify the language as appropriate.

### A. Introduction:

The introduction is a very important part of your presentation. This is the first impression that your audience has of you. You should concentrate on getting your introduction right. You should use the introduction to:

- 1) Welcome your audience and introducing yourself.
- 2) Introduce your subject.

- 3) Outline the structure of your presentation.
- 4) Give instructions about questions.

### **1. Welcoming your audience and introducing yourself:**

- ✓ Good morning, ladies and gentlemen
- ✓ Good afternoon, ladies and gentleman
- ✓ Good afternoon, everybody
- ✓ On behalf of myself and Focus Advertising, I'd like to welcome you. My name's Steven Larsen.
- ✓ Hi everyone, I'm Dominique Lagrange. Good to see you all.

### **2. Introducing your topic:**

- ✓ I am going to talk today about...
- ✓ The purpose of my presentation is to introduce our new range of...
- ✓ I am going to talk you about the ideas we've come up with for the ad campaign.
- ✓ This morning, I'd like to outline the campaign concept we've developed for you.

### **3. Outlining your structure:**

- ✓ In my presentation, I'll focus on three major issues.
- ✓ This presentation is structured as follows....
- ✓ The subject can be looked at under the following headings.....
- ✓ We can break this area down into the following fields....
- ✓ To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).
- ✓ I've divided my presentation into three parts. Firstly, I'll give you the background to the campaign. Secondly, I'll discuss, the media we plan to use. Finally, I'll talk you through the storyboard for the TV commercial.
- ✓ My talk is in three parts. I'll start with the background to the campaign, move on to the media we plan to use, and finish with the storyboard for the commercial.

### **4. Giving instructions about questions:**

- ✓ Do feel free to interrupt me if you have any questions.
- ✓ I'll try to answer all of your questions after the presentation.
- ✓ I plan to keep some time for questions after the presentation.

### **B. Body :**

The body is the 'real' presentation. If the introduction was well prepared and delivered, you will now be 'in control'. You will be relaxed and confident. The body should be well structured, divided up logically, with plenty of carefully spaced visuals. Remember these key points while delivering the body of your presentation:

- ✓ Do not hurry.
- ✓ Be enthusiastic.
- ✓ Give time on visuals.
- ✓ Maintain eye contact.
- ✓ Modulate your voice.
- ✓ Look friendly.
- ✓ Keep to your structure.
- ✓ Use your notes.
- ✓ Signpost throughout.
- ✓ Remain polite when dealing with difficult questions.

### **C. Conclusion:**

Use the conclusion to:

1. Sum up.
2. Give recommendations if appropriate.
3. Thank your audience.
4. Invite questions.

The following are examples of language for each of these functions. You may need to modify the language as appropriate.

### **1. Summing up:**

- ❖ I'd just like to finish with the words of a famous scientist/ politician/ author.....
- ❖ Now let's go out and create opportunities for...!
- ❖ To conclude,...
- ❖ In conclusion,...
- ❖ Now, to sum up...
- ❖ So let me summarize/recap what I've said.
- ❖ Finally, may I remind you of some of the main points we've considered.

### **2. Giving recommendations:**

- ❖ In conclusion, my recommendations are...
- ❖ I therefore suggest/propose/recommend the following strategy.

### **3. Thanking your audience:**

- ❖ Many thanks for your attention.
- ❖ May I thank you all for being such an attentive audience.

### **4. Inviting questions:**

- ❖ If there's anything you're not clear about, go ahead and ask any questions.
- ❖ If you have any questions, please don't hesitate to interrupt me.
- ❖ Can I answer any questions?
- ❖ Do you have any questions?
- ❖ Are there any final questions?
- ❖ I would be happy to answer any questions
- ❖ If you have any questions, I would be pleased to answer them.
- ❖ I would welcome any comments/suggestions.
- ❖ Now I'll try to answer any questions you may have.

### D. Questions:

Questions are a good opportunity for you to interact with your audience. It may be helpful for you to try to predict what questions will be asked so that you can prepare your response in advance. You may wish to accept questions at any time during your presentation, or to keep a time for questions after your presentation. Normally, it's your decision, and you should make it clear during the introduction. Be polite with all questioners, even if they ask difficult questions. They are showing interest in what you have to say and they deserve attention.

**Activity 02:** Match the definitions (1-6) to an expression from the box.

**You have to be good at:**

- a. dealing with people
- b. solving problems
- c. listening to people
- d. organizing
- e. persuading people
- f. languages
- g. delegating
- h. prioritizing
- i. making decisions

- 1) Planning or arranging events or activities.
- 2) Giving jobs to others to do.
- 3) Deciding which jobs are more/less important.
- 4) Getting people to do things they don't want to do.
- 5) Working with others.
- 6) Finding answers to problems

**Solution :** (1, d)/(2,g)/(3,h)/(4,e)/(5,a)/(6,b)