

Presentation Skills for Business Students - Guidelines on Presentation



Literature used:

- ✦ Mark Powell: ***Presenting in English – How to Give Successful Presentations***, Thomson Heinle 1996.
- ✦ Mario Klarer: ***Působivá prezentace a přednáška v angličtině***, Grada 2007.

Criteria to be met when presenting

- ✦ Well defined topic and structure of presentation.
- ✦ Good interaction with audience (rhetorical questions, question tags). Keeping their attention.
- ✦ Keeping and referring to the structure of the presentation. Announcing next point (Signposting).
- ✦ Handling Question and Answer Session well.
- ✦ Keeping time limit.

Introduction

- ✦ Your name.
- ✦ *Position in the company (especially if related to the topic of your presentation).*
- ✦ Topic of your presentation (personalizing your topic).
- ✦ Purpose of presentation.
- ✦ Structure of presentation.
- ✦ Information about Q&A Session.

Signposting

✦ In good presentation, what you say – the **content**- is much more important than anything else. But a clear **structure** helps. When you move on to your next point or change direction, **tell the audience.**

Signposts - examples

- ✦ To move on to
- ✦ To go back to
- ✦ To summarize
- ✦ To expand on
- ✦ To recap on
- ✦ To turn to
- ✦ To digress from
- ✦ To conclude
- ✦ To elaborate on

Commenting on Visuals

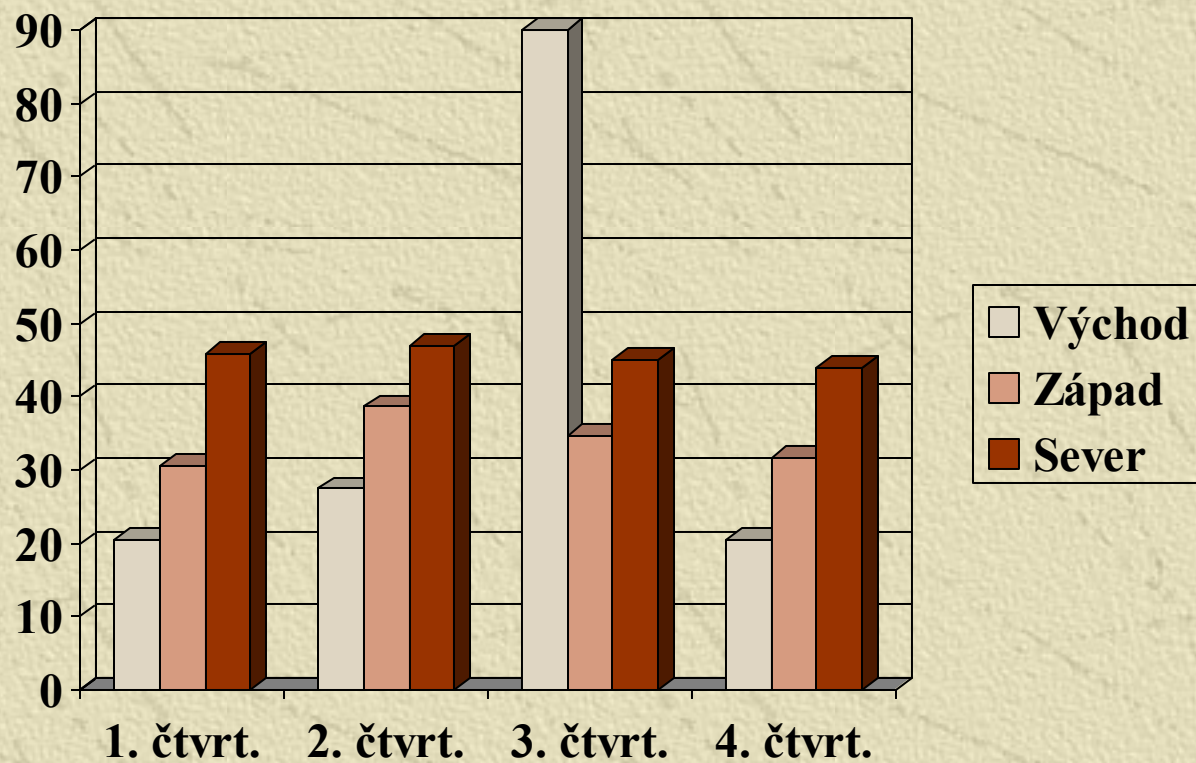
- ✦ Visuals help you to give a lot of information in a short space of time.
- ✦ They are “**quick snapshots**” of situations, developments, events and processes which would take a long time to explain fully in words.

Commenting on Visuals

✦ Good visuals speak for themselves and require little or no description, but you often need to draw your audience's attention to one or more key points before you discuss them in detail:

- 1 HIGHLIGHTS** – *Which parts of the visual are most significant?*
- 2 COMMENTS** – *Why?*
- 3 INTERPRETATIONS** – *What conclusions can you draw?*

Types of visuals - 1



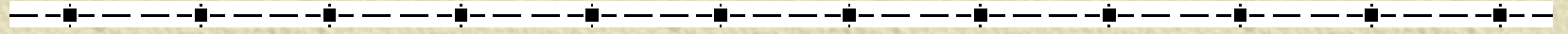
Types of Visuals - 2



Question and Answer Session

- ✦ Must be included in the presentation.
- ✦ You need to invite your audience to ask questions.
- ✦ You need to anticipate questions and ideally have answers to them ready.

End of presentation.



✦ You need to thank the audience for their time and attention.