

Introducing your presentation

1. Brainstorming:

What do your audience want to know at the start of the presentation?

What can a presenter do to get their attention at the start? What is a presentation HOOK?

2. The ABCD model to structure presentation introduction:

ATTENTION – BENEFITS – CREDIBILITY – DIRECTION

A: What techniques can a presenter use to seem relaxed and confident?

What are the ways to get the audience attention?

B: What the audience need to know about the presentation?

What questions must you answer in the audience mind?

C: Why must you establish your credibility?

Why is it helpful to show understanding of your audience's world?

D: What do you need to tell the audience about the content and structure?

Why is it important to give the audience direction in the introduction?

3. Language focus:

Introducing your presentation: Which of these phrases employ formal register?

1 A: Right, everyone's here so let's start. **X** B: Good morning and thank you all for coming.

2 A: My presentation will last about twenty minutes. **X** B: I'll keep it as brief as I can.

3 A: I represent the IT consultancy Save IT. **X** B: I work for the IT consultancy Save IT.

4 A: Why am I here? Well, the reason is that ... X B: The purpose of my presentation is to ...

5 A: I'll cover three areas. X B: These are the areas I am going to focus on today.

6 A: My first point will be about... X B: In a minute I'll explain in more detail

7 A: Feel free to ask me any questions as we go along. X B: Please feel free to interrupt me.

Stating your aims and intentions, directing about questions

Match the two halves of sentences.

- | | |
|--------------------------------------|---|
| 1 Today, I would like to talk ... | A some of the issues involved in doing this. |
| 2 Firstly, I am going to look at ... | B about the proposal to open now office in Vietnam. |
| 3 Then I intend to ... | C how to find a suitable location for the office. |
| 4 And finally, I will explain ... | D to the handout in front of you as we go. |
| 5 My aim is ... | E me as we go along to ask any questions. |
| 6 Note that I will be referring ... | F outline the potential costs and savings. |
| 7 Feel free to stop ... | G to give you an overview of the situation. |

TASK 1: Prepare and give the introduction to a presentation.

Think about the following when you prepare it:

- Who is your audience?
- What is the purpose of this presentation?
- What three points will you make in this presentation?

Use this basic structure for your introduction:

- use a hook
- welcome the audience

VV064/Presentation Skills 2

- introduce yourself
- explain the purpose of the presentation/provide benefits/give credentials
- outline what you will cover in the presentation
- indicate when you will take questions

Concluding your presentation

Does the ending make a difference to a presentation? How?

How do you like to end your presentations?

1 CONFIDENT CONCLUSION

There are 5 steps to a confident conclusion:

Announce the conclusion/the end

Recap the key messages

Call for action/take-away message

Come full circle (make a sense of completion)

Give thanks and invite questions or comments.

2 Language focus

Announcing the end

Put the words in the correct order to form sentences:

1 reached I have end presentation of my

2 the talk brings me that end to of my

3 have I last one finishing say thing to before

Recapping/reminding/concluding

Two of the three phrases are incorrect – choose the incorrect one.

- 1 So in brief/in short/shortly, here are the three main problems I discussed.
- 2 In conclusion/In final/To conclude, there are three problems you are now aware of.
- 3 Before finishing, let me return/summarize/sum up what I told you.
- 4 At the beginning/To start/Earlier, I told you about the problems ...
- 5 At end/Finally/To end with, I would like to leave you with a final thought ...
- 6 Let me make a few final/ending/concluding remarks ...
- 7 Thank you for your attention. Now, I will be delighted to answer/pose/discuss any questions you might have.

TASK 2: Prepare a conclusion to your presentation

Think about the following:

How will you announce the end?

How can you come full circle and recap?

How can you make a call to action?

Thank the audience and invite questions/comments at the end.