

Presentations and Public Speaking in English

Structure

- ▶ Importance of preparation
- ▶ Structure of presentations
- ▶ How to deliver a presentation
 - ▶ Language of presentations
 - ▶ Summary and tips

Goals of Presentations

- ▶ Inform
- ▶ Persuade/Sell
- ▶ Entertain



Preparation

- ▶ **WHY?**
- ▶ **WHO?**
- ▶ **WHERE?**
- ▶ **WHEN?**
- ▶ **HOW?**
- ▶ **WHAT?**



WHY: Objective



"Why am I making this presentation?"

WHO: Audience



"Who am I making this presentation to?"

WHERE: Venue



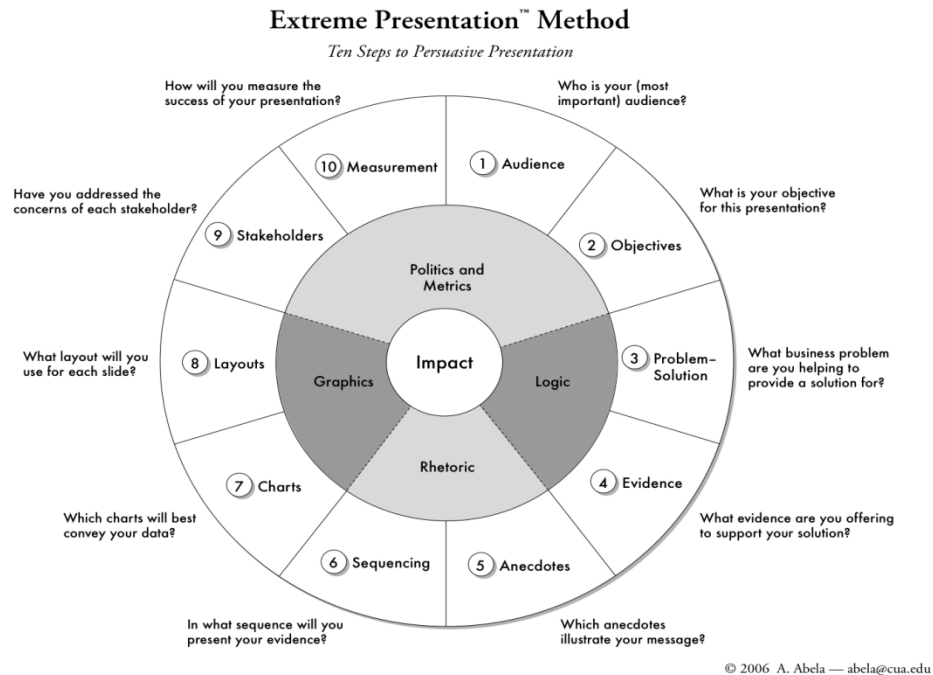
"Where am I making this presentation?"

WHEN: Time and Length



"When am I making this presentation and how long will it be?"

HOW: Method



"How should I make this presentation?"

WHAT: Content



"What should I say?"

Structure

Beginning	Short introduction	<ul style="list-style-type: none">•welcome your audience•introduce your subject•explain the structure
Middle	Body	<ul style="list-style-type: none">•present the subject
End	Short conclusion	<ul style="list-style-type: none">•sum up your presentation•thank your audience•invite questions
Questions and Answers		

Strategies for introductions

- ▶ Ask a rhetorical question.
- ▶ Start with an interesting fact.
- ▶ Tell them a story or anecdote.
- ▶ Give them a problem to think about.



Effective conclusions

- ▶ Use questions.
- ▶ Quote a well-known person.
- ▶ Refer back to the beginning.
- ▶ Call the audience to action.



Delivery

Overcoming nervousness:

- ▶ Prepare well.
- ▶ Learn to relax.
- ▶ Check out the room.
- ▶ Know your audience.
- ▶ Concentrate on the message.
- ▶ Visualize success.

Delivery

- ▶ Audience Rapport/Interaction

- ▶ Body Language

- ▶ Voice quality



- ▶ KISS {K e e p I t S h o r t a n d S i m p l e}

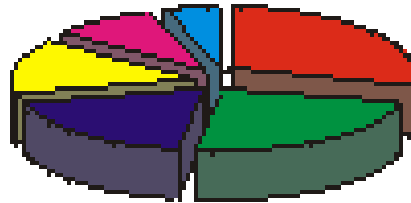
Equipment

- ▶ computer/data projector
- ▶ overhead projector (OHP)
- ▶ board, duster, markers, flipchart

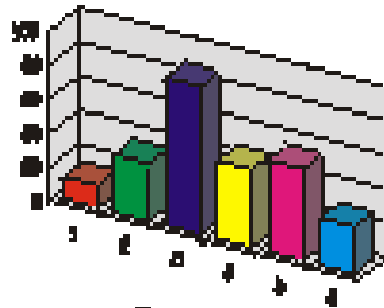


Visual aids

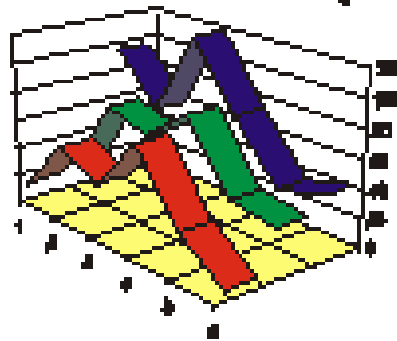
▶ Pie charts



▶ Bar charts



▶ Graphs



Language

- ▶ **Simplicity and Clarity**
 - ▶ **Signposting**



Signposting

<u>Function</u>	<u>Language</u>
Introducing the subject	<i>I'd like to start by...</i>
Giving an example	<i>A good example of this is...</i>
Summarising	<i>In conclusion,...</i>
Ordering	<i>Firstly...secondly...thirdly...</i>
Analysing a point	<i>Let's consider this in more detail...</i>

Tips

- ▶ Prepare well, rehearse
 - ▶ Check equipment
 - ▶ Do not read
 - ▶ Be enthusiastic
 - ▶ Clear language
 - ▶ Check pronunciation
 - ▶ Make it interesting



Sources

Adapted from:

- ▶ Grussendorf, M. (2007) English for Presentations. Oxford: Oxford University Press.
- ▶ Wallwork, A. (2010) English for Presentations at International Conferences. New York, Dordrecht, Heidelberg and London: Springer.
- ▶ Powell, M. (2002) Presenting in English: How to Give Successful Presentations. Boston: Thomson/Heinle.

THANK YOU FOR YOUR ATTENTION!

