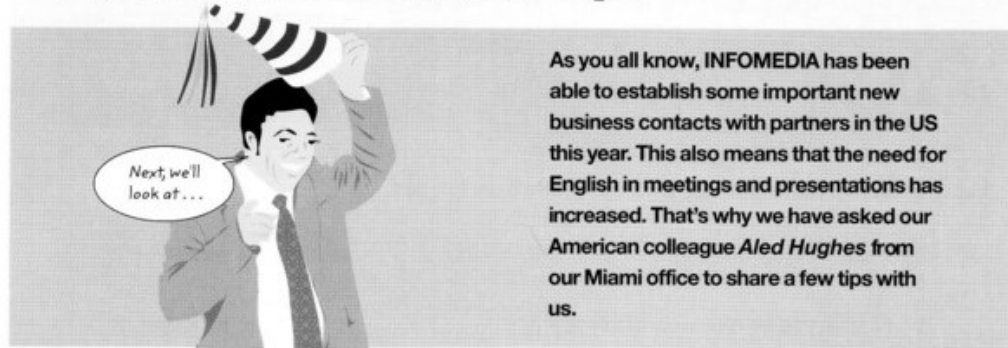


OUTPUT

Infomedia, a US telecommunications company, expects all employees to give presentations in English. Read this text from the newsletter of an Infomedia subsidiary in Asia and discuss the questions which follow.

Aled's Presentation Tips



As you all know, INFOMEDIA has been able to establish some important new business contacts with partners in the US this year. This also means that the need for English in meetings and presentations has increased. That's why we have asked our American colleague *Aled Hughes* from our Miami office to share a few tips with us.

Clear and simple structure

Remember that your audience will benefit most from a very clear and logical structure. Don't overload the audience and try to use simple language.

Your introduction

Some experts say this is the most important part of your presentation. In the first few minutes you can get your audience's attention, build rapport, and create a positive impression.

Topic and objective

Clearly say what the topic and objective (or purpose) of your talk is. Repeat the topic and objective at some later time.

Signposting

Let the audience know at all times what you want to do and how you want to do it. This method is common in the American business world – so use it!

Repeating new information

Always repeat new details. This helps your audience to remember them and ensures optimal flow of information.

Summarizing points

At the end of each section summarize the main facts to make sure everybody is following.

Interaction with the audience

American audiences expect direct interaction. So treat them as individuals; show them that you care about their individual needs.

Presenter's role

The presenter is often considered as important as his or her topic, and the presenter's role is to make sure the presentation – even one on a dry topic – is interesting and entertaining. To achieve this goal American presenters often use their personalities more and tend to be more enthusiastic than people from many other parts of the world.

OVER TO YOU

Which of these tips do you find most useful? Can you add any other tips?

Have you ever presented to an American audience? How different are American audiences from those in your own country?