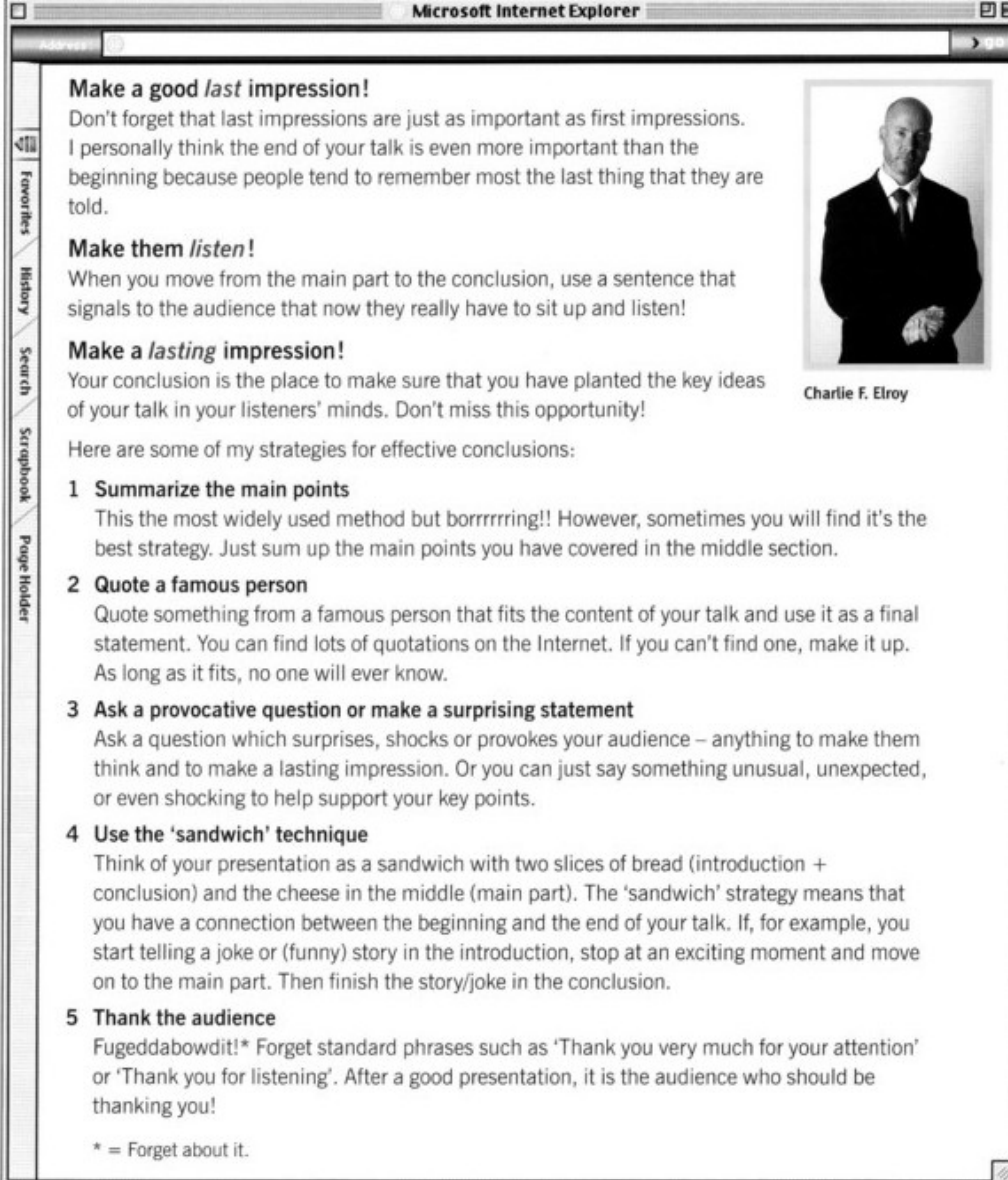


OUTPUT

On his website, the American presentations guru Charlie F. Elroy, talks about his strategies for good conclusions.



The screenshot shows a Microsoft Internet Explorer browser window. The address bar is empty. The page content includes a sidebar on the left with links for Favorites, History, Search, Scrapbook, and Page Holder. The main content area features several sections:

- Make a good *last* impression!**
Don't forget that last impressions are just as important as first impressions. I personally think the end of your talk is even more important than the beginning because people tend to remember most the last thing that they are told.
- Make them *listen*!**
When you move from the main part to the conclusion, use a sentence that signals to the audience that now they really have to sit up and listen!
- Make a *lasting* impression!**
Your conclusion is the place to make sure that you have planted the key ideas of your talk in your listeners' minds. Don't miss this opportunity!

Here are some of my strategies for effective conclusions:

- 1 Summarize the main points**
This the most widely used method but borrrrrring!! However, sometimes you will find it's the best strategy. Just sum up the main points you have covered in the middle section.
- 2 Quote a famous person**
Quote something from a famous person that fits the content of your talk and use it as a final statement. You can find lots of quotations on the Internet. If you can't find one, make it up. As long as it fits, no one will ever know.
- 3 Ask a provocative question or make a surprising statement**
Ask a question which surprises, shocks or provokes your audience – anything to make them think and to make a lasting impression. Or you can just say something unusual, unexpected, or even shocking to help support your key points.
- 4 Use the 'sandwich' technique**
Think of your presentation as a sandwich with two slices of bread (introduction + conclusion) and the cheese in the middle (main part). The 'sandwich' strategy means that you have a connection between the beginning and the end of your talk. If, for example, you start telling a joke or (funny) story in the introduction, stop at an exciting moment and move on to the main part. Then finish the story/joke in the conclusion.
- 5 Thank the audience**
Fuggedabowdit!* Forget standard phrases such as 'Thank you very much for your attention' or 'Thank you for listening'. After a good presentation, it is the audience who should be thanking you!

* = Forget about it.

On the right side of the page, there is a black and white portrait of Charlie F. Elroy, a man in a suit and tie, with the caption "Charlie F. Elroy" below it.

OVER TO YOU

Which tips do you think are the most useful? Which are not useful at all? Why do you think that?
Can you think of any other strategies for making good conclusions?
How might cultural differences between you and the audience affect the way you end a presentation?
Do you remember a conclusion you found particularly effective? What did the presenter do?