ESP AT WORK: PRESENTATIONS

PRESENTATIONS
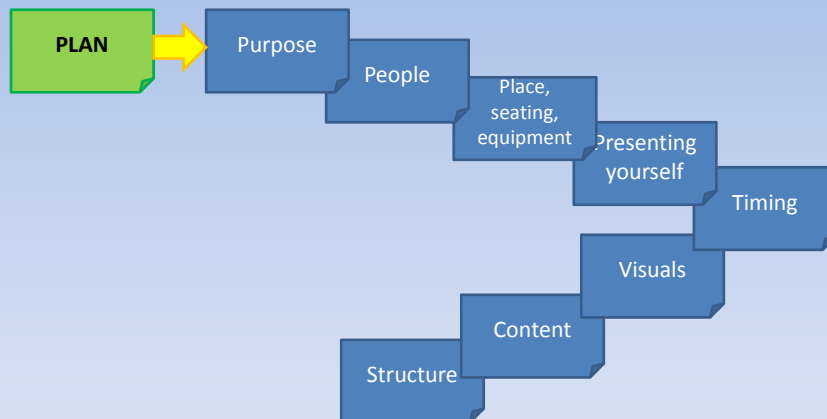
PURPOSE

- Inform
- Train
- Persuade
- Sell

IMPORTANT THINGS WHEN GIVING A PRESENTATION

- Number 1 is . . .   **Preparation**

Preparation is everything!!

- Number 3 is . . .   **Preparation!!**

PRESENTATION PLANNING

PLAN → Purpose
People
Place, seating, equipment
Presenting yourself
Timing
Visuals
Content
Structure

PRESENTATION PLANNING

- Purpose
- People
- Place, seating, equipment
- Timing
- Visuals
- Content
- Structure
- Notes
- Rehearsal

STRUCTURE OF A PRESENTATION

Beginning	Short introduction	•welcome your audience •introduce your subject •explain the structure of your presentation •explain rules for questions
Middle	Body of presentation	•present the subject itself
End	Short conclusion	•summarise your presentation •thank your audience •invite questions
Questions and Answers		

EQUIPMENT

- Overhead projector OHP
- Whiteboard
- Duster
- Markers
- Flipchart
- Slide projector
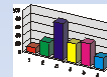- Screen
- Notebook computer
- Handouts

DELIVERY

- Nerves
- Audience rapport
- Body language
- Cultural considerations
- Voice quality
- Visual aids
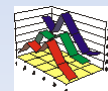- Audience reaction

Photographs and drawings

Piecharts

Barcharts

Graphs

LANGUAGE

- Simplicity and clarity
  - o Use short words and short sentences.
  - o Do not use jargon, unless you are certain that your audience understands it.
  - o In general, talk about concrete facts rather than abstract ideas.
  - o Use active verbs instead of passive verbs.

- Signposting

SIGNPOSTING OR SIGNALLING

- Introducing the subject
  - I'd like to start by...
  - Let's begin by...
  - First of all, I'll...
  - Starting with...
  - I'll begin by...

- Finishing one subject...
  - Well, I've told you about...
  - That's all I have to say about...
  - We've looked at...
  - So much for...

SIGNPOSTING OR SIGNALLING

- ...and starting another
  - Now we'll move on to...
  - Let me turn now to...
  - Next...
  - Turning to...
  - I'd like now to discuss...
  - Let's look now at...

- Analysing a point and giving recommendations
  - Where does that lead us?
  - Let's consider this in more detail...
  - What does this mean for ABC?
  - Translated into real terms...

SIGNPOSTING OR SIGNALLING

- Giving an example

  - For example,...
  - A good example of this is...
  - As an illustration,...
  - To give you an example,...
  - To illustrate this point...

- Dealing with questions

  - We'll be examining this point in more detail later on...
  - I'd like to deal with this question later, if I may...
  - I'll come back to this question later in my talk...
  - Perhaps you'd like to raise this point at the end...
  - I won't comment on this now...

SIGNPOSTING OR SIGNALLING

- Summarising and concluding

  - In conclusion,...
  - Right, let's sum up, shall we?
  - I'd like now to recap...
  - Let's summarise briefly what we've looked at...
  - Finally, let me remind you of some of the issues we've covered...
  - If I can just sum up the main points...

- Ordering

  - Firstly...secondly...thirdly...lastly...
  - First of all...then...next...after that...finally...
  - To start with...later...to finish up...

THE PRESENTATION

1	INTRODUCTION	(Questions)
2	BODY	
3	CONCLUSION	
Questions		

INTRODUCTION

1. Welcome your audience
2. Introduce your subject
3. Outline the structure of your presentation
4. Give instructions about questions

INTRODUCTION

1. **Welcoming your audience**
   - Good morning, ladies and gentlemen
   - Good morning, gentlemen
   - Good afternoon, ladies and gentleman
   - Good afternoon, everybody

2. **Introducing your subject**
   - I am going to talk today about...
   - The purpose of my presentation is to introduce our new range of...

INTRODUCTION

3. **Outlining your structure**
   - To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).

INTRODUCTION

- **Giving instructions about questions**

- Do feel free to interrupt me if you have any questions.
- I'll try to answer all of your questions after the presentation.
- I plan to keep some time for questions after the presentation.

BODY

- Do not hurry
- Be enthusiastic
- Give time on visuals
- Maintain eye contact
- Modulate your voice
- Look friendly
- Keep to your structure
- Use your notes
- Signpost throughout
- Remain polite when dealing with difficult questions

CONCLUSION

1. Sum up
2. (Give recommendations if appropriate)
3. Thank your audience
4. Invite questions

CONCLUSION

1. **Summing up**	• To conclude,...
	• In conclusion,...
	• Now, to sum up...
	• So let me summarise/recap what I've said.
	• Finally, may I remind you of some of the main points we've considered.
2. Giving recommendations	• In conclusion, my recommendations are...
	• I therefore suggest/propose/recommend the following strategy.

CONCLUSION

3. Thanking your audience

- Many thanks for your attention.
- May I thank you all for being such an attentive audience.

4. Inviting questions

- Now I'll try to answer any questions you may have.
- Can I answer any questions?
- Are there any questions?
- Do you have any questions?
- Are there any final questions?

TIPS ON GIVING A PRESENTATION

- Keep your sentences short and simple.
- Use standard English, avoid slang and tetchy language.
- Prefer verbs to nouns.
- Use participial constructions sparingly.
- Speak clearly and slowly.
- Have little breaks in between the sentences to allow your audience to reflect on what has been said.
- Communicate freely.
- Illustrate certain aspects of your presentation with pictures and graphics.

TIPS ON GIVING A PRESENTATION

- Outline to the audience how your presentation is structured.
- Indicate when you come to another sub-topic.
- Use a rhetorical question or hypophora from time to time.
- Use enumerations starting first / second / third. This also draws your audience's attention.
- A joke or a quotation might also help keeping your audience listening.

TOP 10 PRESENTATION MISTAKES

1. Ignoring the "What's in it for me?" factor
2. Not practising in front of a live audience
3. Forgetting the main principle of public speaking
4. Using too many visuals
5. Not giving people time to look at visuals before commenting on them
6. Using font that is too small
7. Using bad colour combinations
8. Not having a clear questions policy
9. Speaking too fast
10. Bad or nervous posture