

GIVING A SUCCESSFUL PRESENTATION

Read the following text about making a successful presentation:

Most presentations are divided into 3 main parts (+ questions):

1	INTRODUCTION
2	BODY
3	CONCLUSION

Questions

Questions

As a general rule in communication, repetition is valuable. In presentations, there is a golden rule about repetition:

1. Say what you are going to say, 2. say it, 3. then say what you have just said.

In other words, use the three parts of your presentation to reinforce your message. In the introduction, you tell your audience what your message is going to be. In the body, you tell your audience your real message. In the conclusion, you summarize what your message was.

Introduction The introduction is a very important - perhaps the most important - part of your presentation. This is the first impression that your audience has of you. You should concentrate on getting your introduction right. You should use the introduction to:

1. welcome your audience 2. introduce your subject 3. outline the structure of your presentation 4. give instructions about questions

The following table shows examples of language for each of these functions. You may need to modify the language as appropriate.

Function	Possible language
1. Welcoming your audience	<input type="checkbox"/> Good morning, ladies and gentlemen <input type="checkbox"/> Good morning, gentlemen <input type="checkbox"/> Good afternoon, ladies and gentleman <input type="checkbox"/> Good afternoon, everybody
2. Introducing your subject	<input type="checkbox"/> I am going to talk today about... <input type="checkbox"/> The purpose of my presentation is to introduce our new range of...
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).
4. Giving instructions about questions	<input type="checkbox"/> Do feel free to interrupt me if you have any questions. <input type="checkbox"/> I'll try to answer all of your questions after the presentation. <input type="checkbox"/> I plan to keep some time for questions after the presentation.

Body The body is the 'real' presentation. If the introduction was well prepared and delivered, you will now be 'in control'. You will be relaxed and confident. The body should be well structured, divided up logically, with plenty of carefully spaced visuals.

Remember these key points while delivering the body of your presentation:

- do not hurry be enthusiastic give time on visuals maintain eye contact look friendly
- modulate your voice keep to your structure use your notes sign post throughout
- remain polite when dealing with difficult questions

Conclusion Use the conclusion to:

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

The following table shows examples of language for each of these functions. You may need to modify the language as appropriate.

Function	Possible language
1. Summing up	<input type="checkbox"/> To conclude,... <input type="checkbox"/> In conclusion,... <input type="checkbox"/> Now, to sum up... <input type="checkbox"/> So let me summarize/recap what I've said. <input type="checkbox"/> Finally, may I remind you of some of the main points we've considered.
2. Giving recommendations	<input type="checkbox"/> In conclusion, my recommendations are... <input type="checkbox"/> I therefore suggest/propose/recommend the following strategy.
3. Thanking your audience	<input type="checkbox"/> Many thanks for your attention. <input type="checkbox"/> May I thank you all for being such an attentive audience.
4. Inviting questions	<input type="checkbox"/> I would be happy to answer any questions. <input type="checkbox"/> If you have any questions, I would be pleased to answer them. <input type="checkbox"/> I would welcome any comments/suggestions. <input type="checkbox"/> Now I'll try to answer any questions you may have. <input type="checkbox"/> Can I answer any questions? <input type="checkbox"/> Do you have any questions? <input type="checkbox"/> Are there any final questions?

Questions

Questions are a good opportunity for you to interact with your audience. It may be helpful for you to try to predict what questions will be asked so that you can prepare your response in advance. You may wish to accept questions at any time during your presentation, or to keep a time for questions after your presentation. Normally, it's your decision, and you should make it clear during the introduction. Be polite with all questioners, even if they ask difficult questions. They are showing interest in what you have to say and they deserve attention.

Exercise 1. Here are the introductions to two different presentations. Separate the two presentations and put them in the correct order:

- a. At the end I will suggest practical ways in which you as managers can motivate both yourselves and the people who work for you.
- b. Good morning ladies and gentlemen, and welcome to our session on the dynamics of motivation.
- c. Then I will give a short demonstration of our prototype and explain what we have already achieved.

- d. Please feel free to raise questions at any time on technical or financial aspects of the project and I shall do my best to answer them.
- e. To begin with, I shall outline the main goals of the project.
- f. I would like to ask you to keep any questions you may have until the end, when I hope we will also have time to discuss your personal experiences and particular work situations.
- g. Finally, I shall move on to the major commercial applications and potential returns on investment.
- h. I will then turn to what we really mean by motivation, and look at the internal and external factors that play a part in creating it.
- i. Good afternoon ladies and gentlemen. I would like to talk to you this afternoon about why we feel our interactive video project is worth investing in.
- j. I shall start by looking at why motivation is so important and why the ability to motivate is a vital management skill.

Presentation 1 / Presentation 2

_____ b _____ i _____

_____ J _____ e _____

_____ h _____ c _____

_____ a _____ g _____

_____ f _____ d _____

Exercise 2. Read this introduction to a presentation. Choose the correct words or phrases in italics:

Good afternoon, ladies and gentlemen and welcome (1) *to* our seminar on corporate property management. I would like to (2) *begin* by (3) *outlining* some of the main (4) *issues* in corporate property management (5) *so that* you will be able to judge whether your company is devoting sufficient time to this question. I will then (6) *look* to some of the legal and financial (7) *aspects* of property management, and will (8) *explain* how your companies may be affected by current and future legislation. I will (9) *give examples* of the kinds of problems our clients have faced and explain what was done to solve them. I will finish (10) *by* giving a brief resume of the consultancy service that we offer, and I will explain what you (11) *should* do if you would like to look into the matter further. As we are rather (12) *pressed* for time, I would be grateful if you could (13) *save* any questions you may wish to (14) *raise* until the end, when I will (15) *do* my best to answer them.