Giving a successful presentation

Giving a good presentation takes practice. Not everyone is born a natural public speaker, but it comes with training.

These are some techniques used by all the best public speakers and best tips for good presentations used in several fields: for research or work, a new project or product idea, a quarterly marketing report, a product launch or as an industry expert in a summit.

Most presentations are divided into three main parts plus the questions:
- The introduction
- The body   + The questions
- The conclusion

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,
- Say it,
- 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.

The following are examples of language for each part of the presentation . You may need to modify the language as appropriate. [2]

A. <u>Introduction:</u>

The introduction is a very 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 and introducing yourself.

2. Introduce your subject.

3. Outline the structure of your presentation.

4. Give instructions about questions.

1. Welcoming your audience and introducing yourself:

- Good morning, ladies and gentlemen
- Good afternoon, ladies and gentleman
- Good afternoon, everybody
- On behalf of myself and Focus Advertising, I'd like to welcome you. My name's Steven Larsen.

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[1]Hurley Hall,S.(2020, February 07). *How Do You Prepare a Good Presentation in 10 Practical Steps?.* evato tuts+.Retrieved January 09, 2021, from https://business.tutsplus.com/tutorials/prepare-good-presentation-practical-steps--cms-34586

[2]The London School of English. (2020, February 12). *30 useful phrases for presentations in English*. London School. Retrieved January 31,2021, from https://www.londonschool.com/blog/30-useful-phrasespresentations english/

- Hi everyone, I'm Dominique Lagrange. Good to see you all.

2. Introducing your topic:

- I am going to talk today about...
- The purpose of my presentation is to introduce our new range of...
- I am going to talk you about the ideas we've come up with for the ad campaign.
- This morning, I'd like to outline the campaign concept we've developed for you.

3. Outlining your structure:

- In my presentation I'll focus on three major issues.

- This presentation is structured as follows....
- The subject can be looked at under the following headings.....
- We can break this area down into the following fields....

- 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).
- I've divided my presentation into three parts. Firstly, I'll give you the background to the campaign. Secondly, I'll discuss, the media we plan to use. Finally, I'll talk you through the storyboard for the TV commercial.
- My talk is in three parts. I'll start with the background to the campaign, move on to the media we plan to use, and finish with the storyboard for the commercial.

4. 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.

B. <u>Body:</u>

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.
- Modulate your voice.
- Look friendly.
- Keep to your structure.
- Use your notes.
- Signpost throughout.
- Remain polite when dealing with difficult questions.

C. Conclusion:

Use the conclusion to:

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

The following are examples of language for each of these functions. You may need to modify thelanguage as appropriate.

1. Summing up:

- I'd just like to finish with the words of a famous scientist/ politician/ author.......
- Now let's go out and create opportunities for .!
- To conclude,...
- In conclusion,...
- Now, to sum up...
- So let me summarize/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.

3. Thanking your audience:

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

4. Inviting questions:

- If there's anything you're not clear about, go ahead and ask any questions.
- If you have any questions, please don't hesitate to interrupt me.
- Can I answer any questions?
- Do you have any questions?
- Are there any final questions?
- I would be happy to answer any questions
- If you have any questions, I would be pleased to answer them.
- I would welcome any comments/suggestions.
- Now I'll try to answer any questions you may have.

D. 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.

Activity 01: In the following text, a woman begins a business presentation on improving staff performance.

Starting a presentation:

Speaker: "Good Morning ladies and gentlemen. **First of all, let me start by thanking you** for attending this presentation. I understand that everybody is very busy. So your attendance is very much appreciated.

My name is Melina Grants and I work as the European human resources manager for LPS. Which I have done for the past 5 years. I have worked in the field of human resources in various companies since I left university, nearly 20 years ago.

In this presentation, I am going to talk to you about why your staff are lazy and unproductive, **or to put it another way**, how employers and managers mismanage their staff. Today's presentation **is divided into three parts**, which I will tell you about now. **To begin with**, I will give an overview of how current employee under-performance is costing companies millions in lost revenue, every minute of every day. Then I will explain the causes of this under- performance. **And finally**, I will outline an easy method to rectify this problem, which will keep your staff motivated and more productive.

If you have any questions, **I would be pleased to answer them at the end of the presentation**. But before we start the first part, ask yourselves, what you would do if you could reduce the relative labour cost of each product you manufacture or sell, or each service you provide? As you all well know, labour normally accounts for about 40% of total costs in most businesses. A lot of money! Money which could be spent in other areas like Research and Development (R&D) or by reducing the price of your product."

   a. From the context, try to guess why the words/phrases in **bold** are being said.

   b. Below is a definition of each of the words/phrases in bold from the above text. Now choose the word/phrase which you believe answers each question.

      1) A different way to say "I am going to start with", is:
         a. To begin with
         b. To sum up
         c. As conclusion

      2) A phrase used to make people think about a question or dilemma, is:
         a. Do feel free to interrupt me if you have any questions
         b. ask yourselves
         c. As well you know all

      3) A very polite phrase used to welcome people to the presentation, is :
         a. In my presentation I'll focus on three major issues.
         b. Many thanks for your attention.
         c. First of all, let me start by thanking you

      4) A polite way to ask people not to interrupt during the presentation, is:
         a. So let me recap what I've said
         b. May I thank you all for being such an attentive audience

      c.   I would be pleased to answer them at the end of the presentation

5) The opposite of discuss something in depth, is:
      a.   give an overview
      b.   give details
      c.   give a summary

6) A polite way of introducing an important fact to the audience, is:
      a.   Many thanks for your attention
      b.   As you all well know
      c.   is divided into three part

7) A different way to say "I am going to finish with", is:
      a.   To start with
      b.   my presentation is structured
      c.   And finally

8) A phrase used to introduce the subject of the presentation, is:
      a.   In this presentation, I am going to talk to you about
      b.   As you all well know
      c.   If you have any questions don't hesitate

9) A more professional way to say that the presentation "has 3 different parts", is:
      a.   First of all , I'm happy to welcome you
      b.   give an overview
      c.   is divided into three parts

10) To begin with A phrase used to express a point or opinion in a different and moreunderstandable way,
      a.   or to put it another way
      b.   And finally
      c.   To begin with