

1 What makes a good presentation?

CHECKLIST

Prepare thoroughly

Know what goals you want to achieve with the presentation.
Think about the needs of the audience.
Choose presentation content and style according to these goals and needs.

Organise the information

Design an overall structure which is clear.
Create an introduction which has impact.
Link the different sections together.
Conclude by summarising your main messages.

Focus on your audience

Make your presentation interesting for your audience.
Create interest and promote involvement during the presentation.
Allow time for your audience to raise questions at the end.

Use visuals effectively

Use visuals which support your message.
Do not use too many PowerPoint slides.
Provide handouts as backup.

Communicate with body language

Be relaxed, confident and positive.
Keep eye contact with your audience.
Focus meaning by movement or gesture.
Be natural.

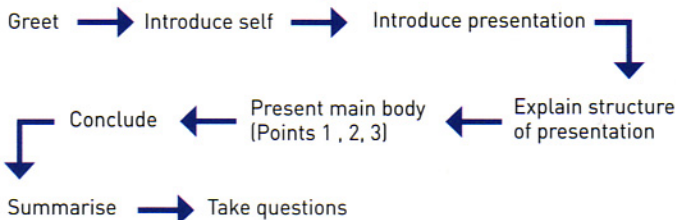
Deliver the message

Speak clearly – the right volume, speed and articulation.
Adapt the complexity / formality of your language to the audience.
Offer opportunities for the audience to clarify difficult concepts.

Review performance after the presentation

Give feedback to yourself – what you did well and could do better.
Check level of audience understanding after the presentation.
Ask members of the audience for honest feedback.

The classic presentation - organisation



2 Starting

Key language for introductions

Greeting

Good morning / afternoon.
Hello / Hi everyone.
Welcome to Ericomm.

Audience

I know that you have all travelled a long way.
I'm very grateful that you could come today.
I look forward to your comments on this.

Personal introduction

As a short personal introduction, my name is ...
As some / most of you already know, I'm ...
I'm in charge of / responsible for ...
I'm the new Managing Director.

Title / subject

The title / subject / topic of today's presentation / talk is ...
Today, I'd like to speak about ...
What I'd like to talk about is ...

Objective / benefit

The objective of this presentation is to present ...
The aim today is to give some background about ...
For you this is an opportunity to ...

Main parts / outline

I've divided / split my talk into four main parts / sections.
Firstly, what I want to do is give you some background ...
Secondly / Thirdly, we will look at / move on to ...
Then / Next / After that / Finally I will speak about / examine ...

Timing

The presentation will take / last about ... minutes.
I will speak for about ... minutes.
I plan to be brief. About ... minutes.

Questions

If you have any questions, please feel free to interrupt.
Please interrupt me as we go along if you have any questions.
I'll be glad to take questions at the end of my presentation.

Link to start

OK. Let's start with the first point which is ...
Right. We can begin by looking at ...

Checklist

The balanced introduction

- greeting
- name and position
- the title / subject
- the objective
- the main points
- mention the time you will take
- when you would like questions
- reference to your audience
- link to the first section



Verbs to explain objectives

inform	introduce
describe	outline
show	examine
focus on	look at
discuss	persuade
convince	analyse