

# Giving Presentations

From "Giving Presentations" by M. Ellis & N. O'Driscoll  
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## Introductions

### Stating the purpose

- \* In your introduction state the purpose of your presentation

- why are you there?
- what are you going to talk about?

You can do this

- right at the beginning.
- by building up gradually, leaving your statement of purpose until the latter part of the introduction.

Both ways can be equally effective.

- \* Here are some useful expressions for stating the purpose of the presentation.

In my presentation I'll be proposing two new techniques which we need to incorporate in our CBT packages to improve our operator training.

In my presentation today I'm going to explain the technical problems involved in lighting tunnels.

This morning I'd like to review progress on the AFTA project.

The subject/topic of this presentation is CBT for operator training.

- \* If you want to create more impact, you can change the normal word order and begin your statement of purpose with the word 'what' e.g.

What I'd like to do this morning is present the results of our study.

What I'm going to explain this afternoon are the technical problems involved in lighting tunnels.

What I'll be proposing in my presentation are two new techniques which we need to incorporate in our CBT packages to improve our operator training.

### Signposting a presentation

- \* Your introduction should contain some kind of signposting for the audience.

- tell them what you will be talking about.
- tell them in which order you will develop your points

- \* Signposting your presentation will help you:

- to define the limits of the presentation.
- to focus the audience on the aspects of the topic you want to talk about.

- \* Here are some useful expressions for signposting a presentation.

I'll be developing three main points.

First, I'll give you ... Second, ... Lastly, ...

My presentation will be in two main parts. In the first part I'll ... And then I'll

Firstly, I'd like to ... Secondly, we can ... And I'll finish with ...

### Involving the audience

- \* While doing research for your presentation, you may discover unusual or interesting facts and statistics about the topic. Include some of them in your introduction.

- \* Present them in a way that makes it easy for the audience to relate to them.

e.g. *One person in four* may be easier to relate to than '25 per cent of the population'.

- \* Use words like *you, your, us, our* to make your audience involved in your presentation.

- \* Illustrate the point of your presentation with examples or stories from life.

## **The informative presentation**

### **Describing performance to date**

The brand performed well / ahead of the market / poorly.

The sector has shown good growth / considerable improvement / the most solid performance.

Sales are up / are down / have dropped by 14 per cent on last year.

### **Analysing performance**

- \* Here are some useful expressions if you want to give *one* main reason.

The main explanation for this is ...

A particular reason is ...

A key problem is ...

- \* Here are some useful expressions if you want to give *more* than one main reason.

There are two reasons/explanations for this. First, ... Second, ...

This is/can be explained by two factors. Firstly, ... Secondly, ...

This is due to ... and also to ...

One reason for this is ... Another reason is ...

### **Signposting the route through a presentation**

- \* In a longer presentation it is useful to signpost the presentation to show where one part ends and a new one starts. This helps to orientate the audience by making the structure of the presentation clearer to follow.

- \* Here are some useful phrases and sentences.

I'll begin by ... -ing

Let's start with ...

If I could now turn to ...

My next point is ...

Now, turning to ...

Now, what about ... ?

Let me now move on to ...

### **Using summaries**

- \* Particularly in longer presentations include summaries.

- \* Give them at the end of major parts of your presentation or after a key point.

- \* Use them as check points to summarise or draw a conclusion before you move on to a new point.

So that's the general picture for ... and now let's look at ...

That completes my overview of ... so now I'd like to move on to ...

### **Using rhetorical questions**

- \* Rhetorical questions are useful devices. They give one-way communication the appearance of a dialogue with the audience.

- \* Use rhetorical questions to:

- build links between the various points in your presentation.
- help keep the audience interested.
- make the audience involved in your presentation.

## **The persuasive presentation**

### **Building arguments**

- \* Highlight the relationship between the different points you want to make by using connecting words, e.g.
  - to show a different argument: however, on the other hand, although, in spite of this
  - to show a consequence: therefore, so, consequently, because of this, as a result
  - to show an additional argument: moreover, in addition to this, not only ... but also
- \* Using connecting words like these will help:
  - you to build convincing arguments.
  - your audience to follow your arguments, and anticipate the direction you are moving in.
- \* A frequent tactic in persuasive presentations is to point out the relationship between cause and effect.

### **Outlining options**

- \* If there are alternatives to your proposal, explain them. This will show that you have looked at different ways of dealing with the situation.
- \* Here are some useful expressions for explaining options.
  - We've considered / looked at three options.
  - One way to solve this problem is ... Another is to ...
  - There are two alternatives ...
  - The first option is to ...
  - But what about the second option?
  - So, now let's look at the third option, which is to ...
- \* Outline both weaknesses and benefits for each of the options you consider. Here are some useful expressions introducing weaknesses and benefits.
  - What are the benefits?                      There are, however, disadvantages ...
  - Now, what about the advantages?      But there are some problems too.
  - Now, I'd like to look at the benefits. On the other hand ...
- \* If there is a series of benefits or weaknesses, make it clear which are your strongest points, and which are just secondary.

## **Referring to visuals**

### **Preparing the audience for a visual**

- \* Integrate your visuals into the presentation by preparing the audience for what they are going to see. This has two major benefits:
  - the audience is alert and ready
  - you have extra time to position your visual correctly
- \* Here are some useful expressions:
  - Now, let's look at the position for ...
  - Let's move on now and look at the figures for ...
  - Now, I'll show you the ...                      The next slide shows ...
  - For ... the situation is very different.      If we now turn to the ...
- \* Explain what the visual shows. This helps to focus attention and avoid misunderstandings.
  - This chart compares benefits in two countries ...
  - The upper part of the slide gives information about ...

### **Commenting on visuals**

In the commentaries which accompany your visuals

- Keep headlines and other information on the visual to a minimum.
- Only point out the key features or information which you want your audience to focus on.
- Briefly restate key facts from the visual rather than reading the information on the visual word for word. This will help to reinforce the information for the audience.
- Add other *related* information not on the visual in order to make further points.

- Give interpretations and/or any comments.

### **Focusing your audience's attention**

\* Here are some useful expressions to focus your audience's attention on particular features on a visual. (informally - more formally)

You can see the ...	I'd like to draw your attention to ...
As you / we can see ...	Notice / Observe the ...
What is interesting / important is ...	
It is interesting / important to notice that ...	

### **Concluding the presentation**

#### **Recommendations and calls for action**

\* A persuasive presentation will often include recommendations and/or calls for action from the audience.

\* At this stage the following vocabulary is often useful.

My suggestion / Our proposal / The recommendation would be / is to set up a project group.

We recommend / I'd like to suggest / I propose setting up a project group.

We suggest / I recommend / We propose you set up a project group.

#### **Building up a conclusion**

A good conclusion will contain some or all of the following stages.

##### **\* A summary**

Often a summary is needed before you give your final conclusions. Review or restate your key points from the introduction and main body of the presentation. This helps to reinforce them for your audience.

So, to summarise / sum up ...

So, as we've seen in this presentation today, ...      As I've explained ...

At this stage I'd like to go over / run through ...

##### **\* Conclusions**

This will often take the form of a recommendation or call for action; a challenge or a dynamic concluding statement to reinforce your message.

##### **\* Closing formalities**

I'd be happy to answer any questions.

If you have any questions, I'd be pleased to answer them.

I would welcome any comments / suggestions.

Thank you for your attention.