

3.4 Speaking Presentations – structure

Brainstorming

1 What are the qualities of a good lesson, lecture or presentation? With a partner, draw up a checklist.



Listening for gist

2 🎧 1:39 Listen to Version 1 of a presentation of the Pingman, a new personal GPS tracking device which can be used to locate children, elderly people, animals or mobile staff. Compare the presentation with your checklist.

3 With a partner, discuss how Version 1 of the presentation could be improved.



Listening for detail

4 🎧 1:40 Listen to Version 2 of the presentation and tick the items on the checklist below as you hear them.

Introduction

- Hook, to get audience attention and interest
- Objective of the presentation
- Agenda, including timing and question etiquette

Body

- Background (past)
- Current situation (present)
- Forecasts (future)

Conclusion

- Summary of body
- Call for action
- Close

What other aspects of presentation technique have improved in Version 2?

5 Listen to Version 2 again and complete the expressions for introducing a presentation in the table below and for concluding a presentation in the table opposite.

Introduction		Expressions used in Version 2
Hook	Use rhetorical questions, surprising statistics, famous quotations or anecdotes to stimulate the audience, e.g.: <i>What would you do if ... ?</i> <i>Why do our customers ... ?</i> <i>Somebody once said ...</i>	1 How _____ to know ... ? 2 Did _____ that, on _____ ... ?
Objective	Make sure everybody understands why they are present by clearly stating the goal, e.g.: <i>My objective today is ...</i> <i>The goal of this meeting is ...</i>	3 _____ this morning _____ the Pingman, ... 4 The reason _____ is ...
Agenda	Tell the audience your agenda and how you want to organize the meeting, e.g.: <i>My presentation is made up of three parts.</i> <i>I intend to begin by ...</i> <i>I'll then go on to ...</i> <i>Lastly, I want to ...</i> <i>I'll take any questions at the end.</i>	5 _____ to interrupt me. 6 I've divided my presentation _____. 7 _____ of all, I'm going to ... 8 _____, I'll be talking about ... 9 _____, I'd like to present ...

Conclusion		Expressions used in Version 2
Summary	Remind the audience of the most important points, e.g.: <i>I'm going to break off in a moment.</i> <i>In the first part, ...</i> <i>In the second section, ...</i> <i>In the third and final part, ...</i>	10 I'd like to ____ the presentation 11 ____, I explained why ... 12 ____, I presented the different specifications ... 13 ____ but not ____, I have given you ...
Call for action	Tell the audience what you want them to do, e.g.: <i>This is why we need your approval.</i> <i>This an opportunity that is too good to miss.</i>	14 These are ____ I am asking you to ...
Close	Close the presentation and introduce what happens next, e.g.: <i>Thank you for listening.</i> <i>If you have any questions, I'll do my best to answer them.</i>	15 Thank you very much ____

Internet research

Search for the keywords *presentation tips* to find answers to the questions below.

- 1 How long is a good presentation?
- 2 What should you research before a presentation?
- 3 What are the most important parts of a presentation?
- 4 What are the best ways to practise a presentation?
- 5 Which colours and fonts should you use in your slides?
- 6 How should you deal with hostile questions?
- 7 What's the latest presentation technology available?

Pronunciation

6 1:41 Decide where the speaker should pause in this extract from the presentation and draw a line for each pause. Before each pause, mark whether the speaker's voice should go up ↗ or down ↘, as in the examples. Then listen and compare your answers.

I've divided my presentation into three sections. ↘ First of all, ↗ I'm going to remind you of the background to this project, and the current offer on the market. After that, I'll be talking about the prototype, the specifications, and the data we've collected from tests, focus groups and market studies. Finally, I'd like to present a business plan; this will show you why we expect a return on investment that is without precedent for our company. Is everybody happy with that agenda?

7 Underline the key syllables and key words which should be stressed, and draw a line between words which should be linked (—), as in the example below.

I've divided my presentation into three sections. First of all, ...

Listen again and compare your answers. Then practise reading the extract with correct intonation, stress and linking.

Presentation

8 In small groups, prepare the introduction and conclusion of a presentation of one of these new products to a group of department store buyers.

- a lightweight portable TV and DVD player with a 17-inch flexible screen that can be rolled up to fit in a pocket
- furniture which changes colour and temperature depending on the light and ambient temperature
- a T-shirt which displays a text message that can be modified from a PC or mobile phone
- your own product idea

Think about the following questions.

- Hook:** What is the most surprising, exciting or unusual aspect of your product?
Objective: Why are you making the presentation and what do you hope to obtain?
Agenda: How will you organize your presentation and what will happen after the talk?
Summary: What are the highlights of your talk?
Call for action: What do you want your audience to do now?
Close: How can you avoid an embarrassing silence at the end of your presentation?

9 In your group, present your introduction and conclusion and answer any questions. (Assume the body of the talk has been presented.) The rest of the class are the buyers. As a class, vote for the best product presentation.