

What makes a good presentation ?

Underline any of the following which are needed for a good presentation

Keywords	lots of notes	timing	rapidity	slides
handouts	formality	jokes	complexity	
eye contact	a smile			

I. PREPARATION AND PLANNING

I.1 ESSENTIAL PREPARATION AND PLANNING

CHECKLIST

This is a checklist of the essential elements to consider in preparing and planning an oral presentation.

QUESTIONS TO ASK YOURSELF

1. What is the aim?
2. What is my title?
3. Who am I speaking to?
4. What are the main points I want to make?
5. What do I want the audience to do after listening to my presentation?

II. STRUCTURE OF AN ORAL PRESENTATION

A good oral presentation is well structured; this makes it easier for the listener to follow. Basically there are three parts to a typical presentation: the beginning, the middle and the end (or introduction, body and conclusion).

II.1 THE BEGINNING OR THE INTRODUCTION

The beginning of a presentation is the most important part. It is when you establish a rapport with the audience and when you have its attention.

II.1.A Get the audience's attention and signal the beginning.

Right. Well. OK. Erm. Let's begin.

Good. Fine. Great. Can we start?

Shall we start? Let's get the ball rolling.

Let's get down to business.

II.1.B Greet audience.

It is important to greet the audience by saying something like:

Hello ladies and gentlemen.

Good morning members of the jury.

Good afternoon esteemed guests

*Good evening members of the board
Fellow colleagues Mr. Chairman/Chairwoman
Thank you for your kind introduction*

II.1.C Introduce oneself, (name, position, and company)

Do this not only to give important information so people can identify you but also to establish your authority on the subject and to allow the audience to see your point of view on the subject (you are a student, researcher, responsible for, director of, neophyte, layman).

Good afternoon ladies and gentlemen, let me introduce myself.

Good morning everyone, I'd like to start by introducing myself.

My name is...

I am a student at the INT

I am a doctoral candidate,

I am X. Y. from 3 Com. I'm the manager of...

I am a researcher from ... I've been working on the subject now for X years...

I've had wide experience in the field of...

Good morning, my name is Lawrence Couderc. I am a student at the INT and I would like to talk to you today about some of my findings in a study I did on...

Sometimes, especially when invited to speak, the host introduces the guest, gives the same information as above and then gives the floor to the guest speaker.

I am very pleased and proud to introduce ...who is.... He/she is known for...

Now I'll turn the floor over to today's speaker. (to take the floor, to have the floor, to give the floor to someone.)

II.1.D Give title and introduce subject

What exactly are you going to speak about? Situate the subject in time and place, in relation to the audience and/or its importance. Give a rough idea or a working definition of the subject.

I plan to speak about...

Today I'm going to talk about...

The subject of my presentation is...

The theme of my talk is...

I've been asked to give you an overview of...

Cultural aspects may be important here; scientists want to demonstrate their work and findings while managers and humanities people want to share ideas and reflections with their audience. It may be the result of a desire to persuade and convince. It may be comparison of two or more products, plans or proposals.

Why are you going to speak about it?

I have chosen to speak about this because...

I was asked to speak about X because...

Have you set any limits on the scope of your talk? What won't you speak about?

It may be very useful to eliminate certain areas before you start so as to avoid confusion or deviation from your main task. It also protects you from criticism later for not covering certain aspects or issues.

Have you estimated the time it will take? It is useful to give the listeners some idea of how long you will speak so as to maintain their attention better.

I will not speak about...

I have limited my speech to

My talk will last about 15 minutes

I will speak for 15 minutes.

You may want to give acknowledgements here too. If you have been sponsored, supported or encouraged by a particular firm, organization, professor, etc. you may want to recognise their contribution. Your research and paper may have been the work of a collaborative effort and you should acknowledge this too giving the names of all the participants.

At some point you should ask a question or somehow try to determine the attitude and knowledge of the audience. How do they feel about the subject? You will then have to modify the contents, as you never know exactly what to expect.

Have you ever heard of...?

You may already know...

I feel sure that some of you...

Every day you encounter...

To get the audience's attention and perhaps to find out where they are you could introduce the subject by saying:

Have you ever heard of/seen X?

You've probably seen countless times...

You may have wondered...

II.1.E Give your objectives (purpose, aim, goals)

The main purpose of an informative speech is to have the audience understand and remember a certain amount of information. You should therefore have two purposes: a general purpose and a specific one. The former is to inform: to give an overview, to present, to summarize, to outline; to discuss the current situation or to explain how to do something or how something is done. The latter is what you want the audience to take away with them after listening to you, what you want them to do, what they should remember.

My purpose in doing this paper is to give you a solid background on the subject of oral presentation skills so that in the future, at the INT or elsewhere, you can deliver a successful speech in front of a group.

*What I would like to do today is to explain
to illustrate...*

to give you the essential background information on...

to outline...

to have a look at...

What I want my listeners to get out of my speech is...

If there is one thing I'd like to get across to you today it is that...

Once you have established your specific objectives you may go on to formulate your content.

II.1.F Announce your outline.

You want to keep the outline simple so 2 or 3 main points are usually enough. Concerning grammar the headings of the outline should be of the same grammatical form.

I have broken my speech down/up into X parts.

I have divided my presentation (up) into Y parts.

In the first part I give a few basic definitions.

*In the next section I will explain
In part three, I am going to show...
In the last part I would like/want to give a practical example...*

II.1. G Questions and comments from the audience.

You should also let the audience know at some point in the introduction when and whether they may ask questions.

I'd ask you to save your questions for the end.

There will be plenty of time at the end of my speech for a discussion.

You may interrupt me at any moment to ask questions or make comments.

Please stop me if you don't understand any thing I say but could you keep any specific questions until after I've finished.

II.1.H Make a transition between the introduction and the body.

You should refer to your transparency or outline.

Now let us turn to point one.

Let us now move on to the second part, which is, as I said earlier....

II.2. E Signposting or signaling where you are.

Just as when you are driving along a road that you don't know very well, you depend on signs to guide you, you need to guide the listener by using expressions to tell him/her where you are going. That is to say, first announce what you are going to say (give an example, reformulate etc.) and then say what you want to say. This is very like verbal punctuation. Indicate when you have finished one point and then go on to the next one. It is redundant in text but very useful in oral presentations. Experienced presenters will also clearly pause, change their stance and the pitch of their voice as they move from one part of a presentation to another.

Listing information

Lists are often a necessary evil. Vary your language whenever possible and avoid reading directly.

There are three things we have to consider: one, two, and three.

A, B, C.

Now let us look at the first aspect which is...

First of all,...

In the first place...

Linking ideas, sections/making transitions

Indicate the end of one section and the beginning of the next.

That's all I would like to say about... (subject of part A) and now let us turn to

Now that we've seen... let us turn to...

Outlining options. If there are alternative ways of looking at a topic or proposal, outline them to show you are familiar with the different ways of dealing with a situation.

There seem to be two possible ways of dealing with this...

We've looked at this from the point of view of the manufacturer but what about if we were to...

A number of options present themselves at this point...

If what you are dealing with demands a comparison of strengths and weaknesses indicate clearly the different aspects and underline the points you feel are important or secondary.

What exactly are the benefits?

On the plus side we can add...

This is not the only weakness of the plan...

We cannot ignore the problems that such an action would create...

We do not need to concern ourselves with...

Of lesser interest are...

To be clear and concrete. Use examples, rephrasing, summaries etc.:

To give an example:

Now let's take an example.

An example of this can be found...

To illustrate this...

Let's see this through an example.

For example,

For instance,

e.g.

To rephrase:

Let me rephrase that,

In other words

Another way of saying the same thing is

That is to say

i.e.

To summarize:

To summarize

To sum up,

Let me summarize by saying

So that concludes my overview

In conclusion

Briefly said

In short,

What I've tried to show in this part...

To recap what we've seen so far...

To emphasize

What is very significant is...

What is important to remember...

I'd like to emphasize the fact that...

to underline...

What I tried to bring out...

What we need to focus on...

To refer to what you have said previously:

As I have already said earlier...

As we saw in part one...

To repeat what I've said already...

To refer to what you will say:

We will see this a little later on.

This will be the subject of part 3.

We will go into more detail on that later.

For now, suffice to say...

To refer to what an expert says:

I quote the words of...
In the words of...
According to...
Here I'd like to quote...
As Mr. X says in his book...
There is a famous quotation that goes...

To refer to common knowledge:

As you all may well know...
It is generally accepted that...
I'd like to stress the importance of...
to highlight...As you are probably aware (of)...

Conclusion

I'd like to summarize/sum up
At this stage I would like to run through/over the main points...
So, as we have seen today...
As I have tried to explain this morning BT finds itself in...
Or there may be recommendations or proposals that you wish to make;
As a result we suggest that...
In the light of what we have seen today I suggest that...
My first proposal is...
Above all when you conclude do not do it abruptly or as if surprised to get to the end of your talk.
In conclusion I would like to say that...
My final comments concern...
I would like to finish by reminding everyone that...

II.3.B Dealing with difficult questions

1. Make sure you understand the question.
Ask a question to see if you understand
Repeat the question in your own words to check that you have understood.
if not, ask the questioner to repeat

2. In answering:
delay the answer (ask for time and/or repeat the question)
Just a minute please. What is a...?
How can I put it?
I'm glad you asked that question.
That's a good question/point/remark.
Can I answer that question later?
admit that you are not responsible.
I saw that in the work of...
agree but give an alternative point of view
I agree with you but there is another way of looking at it.