

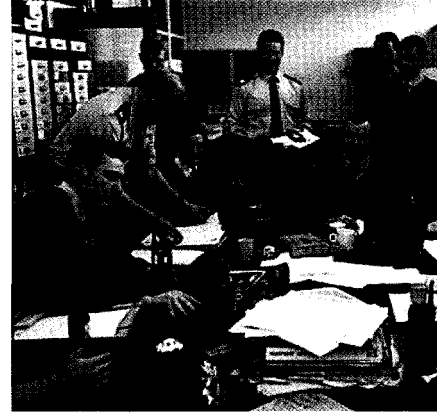
A

Types of presentation

Melanie Kray is an expert in giving presentations.

Here, she gives some examples of different presentations:

- **press conference:** two chief executives tell journalists why their companies have merged.
- **briefing:** a senior officer gives information to other officers about a police operation they are about to undertake.
- **demonstration:** the head of research and development tells non-technical colleagues about a new machine.
- **product launch:** a car company announces a new model.
- **lecture:** a university professor communicates information about economics to 300 students.
- **talk:** a member of a stamp-collecting club tells other members about 19th century British stamps.
- **seminar:** a financial adviser gives advice about investments to eight people.
- **workshop:** a yoga expert tells people how to improve their breathing techniques and gets them to practise.



A briefing

B

Dos and don'ts: preparation

Here are some tips for a **stand-up presentation** (one person talking to an audience).

- a Find out about the **audience:** how many people there will be, who they are, why they will be there, and how much they know about the subject.
- b Find out about the **venue** and the **facilities:** the room, the seating plan, the equipment, etc.
- c Plan the **content** and **structure**, but don't write the complete text of the presentation.
- d Write notes on sheets of paper, not on **cards**.
- e Try to **memorize** the first five sentences of your talk.
- f Prepare **visual aids:** pictures, diagrams, etc.
- g **Rehearse** your presentation (practise it so that it becomes very familiar) with friends or colleagues.

C

Key phrases: introduction

Melanie is advising Anne-Marie Duval on giving a presentation at a conference.

- h **Introduce** yourself and your subject.
- i **Outline** what you're going to talk about: describe the different sections of your talk.
- j Say whether people should ask **questions** during the talk, or at the end.

My name's Anne-Marie Duval and I work for Gem Consultants. My talk is called 'Consultancy Skills for the 21st Century'.

There are three main skills areas I want to talk about today ...

If you have any questions, I'll be very happy to answer them at the end of the session.

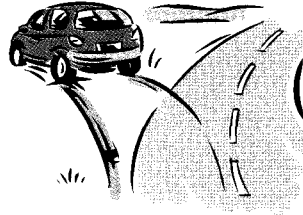
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Dos and don'ts: timing

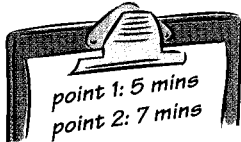
Melanie Kray is giving more advice about presentations.



- a Start on time. Don't wait for latecomers.



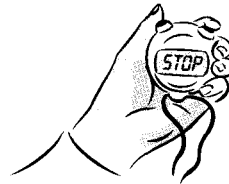
- d Don't **digress** (talk about things that have nothing to do with the subject), unless you have a particular purpose in mind.



- b Plan how long you're going to spend on each point and keep to these **timings**.



- c Don't **labour** a particular point (spend too long on something).



- e Finish on time. Don't **run over**. It looks bad if you don't have time to finish all your points and answer questions.

B

Dos and don'ts: voice

- f **Project** your voice to the back of the room, but don't shout. Don't ask if people at the back can hear. Check the volume (loudness) of your voice beforehand.
- g Use a **microphone** if you need one. Don't hold it too close to your mouth.
- h Whether using a microphone or not, speak in a **natural tone of voice**. Don't speak in a **monotone** (on the same level all the time). Vary the **pitch** (level) of your voice.

C

Rapport with the audience

Experts say that you can **gain the audience's attention** in a presentation by:

- telling an **anecdote** (a story, perhaps a personal one).
- mentioning a **really** surprising **fact** or **statistic**.
- stating a **problem**.
- asking a **question**.

Of course, it is important to respect the cultural expectations of your audience. (See Units 45–7)

D

Key phrases: main part

Anne-Marie continues her presentation:

'OK. To **begin**, let's look at the first type of skills that consultants need: technical skills. Of course, related to technical skills is a good general knowledge of management subjects ... But I'm **digressing**; let's get back to the technical skills themselves ... **That's all I have time for** on technical skills.

Let's **move on** to the second area: interpersonal skills. **As you can see** on this transparency, there are two **key areas in relation to** interpersonal skills ... I think **that covers everything on** interpersonal skills.

Time is moving on, so let's turn to the third area: people management issues.'

A

Dos and don'ts: body language

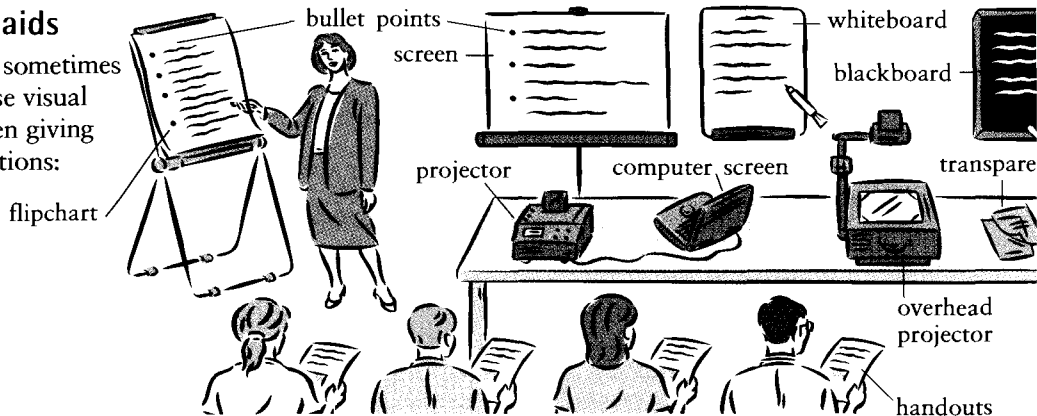
Melanie gives these tips on body language.

- **Make eye contact:** look at each person in the audience for about a second, before moving on to the next person. Don't concentrate on just one or two people.
- **Don't speak to the equipment or the screen:** **face the audience** at all times.
- **Smiling** is fine at appropriate moments, but not too much.
- Use **gesture** (hand movements) to emphasize key points.
- **Stay more or less in one place:** don't move around too much.
- Avoid **mannerisms** (ways of moving and speaking which you do repeatedly without realizing).

B

Visual aids

Melanie sometimes uses these visual aids when giving presentations:



C

Key phrases: closing and dealing with questions

Anne-Marie is bringing her presentation to a close:

'Let me **sum up**. **Firstly**, we looked at technical skills, **secondly**, at management skills and **last, but by no means least**, at interpersonal skills. **In my view**, the secret for success in the future is going to be interpersonal skills. **That brings me to the end** of my presentation. **Are there any questions?**'

Here are some phrases which can be useful when answering questions:

- a **That's a fair point.** I know that some consultants don't have a very good image. But I think that Gem Consultants have helped companies reduce costs and increase profits enormously.
- b **That's confidential.** I'm afraid I'm not at liberty to tell you.
- c **That's not really my field.** But I can put you in touch with someone in my organization who is working on Internet applications.
- d **The questioner would like to know** what sort of background the people we recruit usually have. Is that right?
- e **Well, I think that goes beyond the scope of today's presentation.** Today I wanted to concentrate on consultants' skills, not go into particular case studies in consultancy.
- f **I'm afraid we've run out of time.** But if you'd like to come and discuss that with me now, I'll try and give you an answer.

If a member of the audience didn't hear a question, they might say:

'Sorry, **I didn't catch the question** – could you repeat what the questioner said?'

Anne-Marie ends the presentation by saying:

'**I think that's a good place to stop. Thank you for listening.**'