

1 Preparing your presentation

In this unit:
planning your presentation
practising your presentation
dealing with nerves



1.4 The expert view: practising

7 Look at the following list of ways to practise your presentation. Tick the things that you do.

- Stand up and practise your presentation two or three times.
- Ask a colleague at work to listen to you or watch your presentation.
- Write notes on pieces of card to use as prompts.
- Try to memorize your presentation word for word.
- Practise different ways of presenting your material.
- Visualize your presentation (where you will stand, when you will move, etc.).
- Think about how to arrange the seating in the room.
- Check all the technical equipment.

8 Watch and listen to Andrew. Tick the points from the list in 7 that he mentions.

1.5 Talking points: dealing with nerves

9 Before you watch the video, consider these questions.

Do you get nervous before a presentation? What do you worry about?
What can you do before a presentation to control your nerves?

10 While you watch other people talking about the questions above, compare their experience with yours.

1.6 The expert view: dealing with nerves

11 Watch Andrew talking about nerves and preparation. Makes notes on the following areas:

Different ways presenters control their nerves

Recognizing the value of what you are presenting

The key point to remember

For a summary of how to prepare for your presentation, read the article on page 52.

1.1 Talking points: planning your presentation

1 Before you watch the video, consider these questions.

What types of presentation do you give?
What types of audience do you present to?

2 While you watch other people talking about the questions above, compare their experience with yours.

3 How would you answer these questions?

- 1 What is a presentation?
- 2 How do you plan a presentation?
- 3 How many key messages should you have?
- 4 What do you need to know about your audience?

1.2 The expert view: planning

4 Watch Andrew Mallett discuss planning presentations. How does he answer the questions in 3?

1.3 Talking points: practising your presentation

5 Before you watch the video, consider how you practise for presentations.

6 While you watch other people talking about this question, compare their experience with yours.

Language focus

Equipment for presentations

1 Here is some of the equipment you might use for presenting. Match the words to the items.

lectern _____ data projector _____ flipchart _____ whiteboard _____



microphone _____ screen _____ laser pointer _____ laptop _____

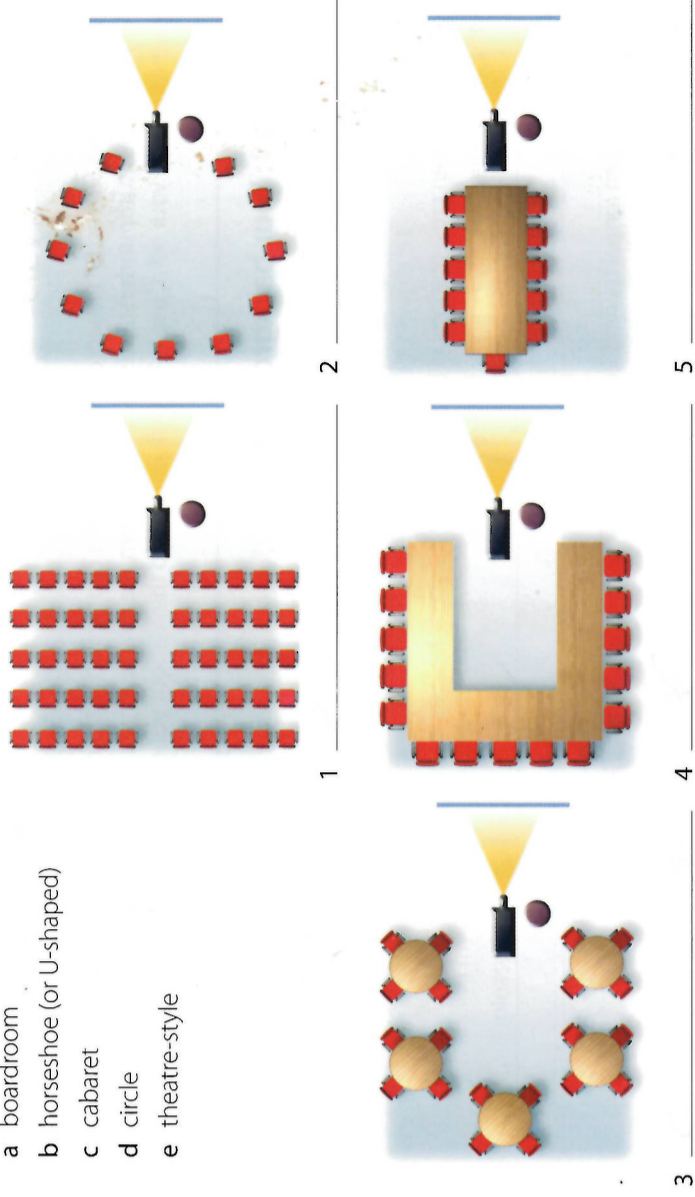
Seating arrangements

2 Look at the seating arrangements on the opposite page. Label them with the correct names from the list a–e.

3 Now read the descriptions of four different presentations below and choose the best seating arrangement. You can choose two possibilities if they are both suitable.

- 1 An informal presentation to an audience of 10–15 people in which there will be a lot of discussion afterwards.
- 2 Your company's annual sales conference including presentations from different sales regions. There will be an audience of over 50 representatives.
- 3 A presentation in which you are also going to ask the audience to have discussions in groups.
- 4 An informal presentation to an audience of 10–15 people. Members of the audience may want to take notes and drink tea or coffee during the presentation.

- a boardroom
- b horseshoe (or U-shaped)
- c cabaret
- d circle
- e theatre-style



4 Which of these seating arrangements do you normally use for your presentations?

Giving feedback on presentations

5 Giving and receiving feedback on a presentation is a useful way to improve your technique. Match the descriptions of different aspects of a presentation to the feedback comments (1–9) below. The first answer has been done for you.

visual aids navigation key message structure eye contact
body language anecdote first impression recapping

- 1 'Your presentation had a clear introduction and then it had three main messages but it didn't have a conclusion. You need to include that next time.' _____ structure
- 2 'Dress smartly and try to appear friendly. Before you start speaking, smile at everyone. You want the audience to like you.' _____
- 3 'I liked the graphs and diagrams you showed us. They made your presentation very clear.' _____

4 'Look at people when you talk to them. They'll feel you are talking directly to them and will trust you more.' _____

5 'Your presentation was entertaining but what exactly were you trying to tell us?' _____

6 'I really liked the story from your childhood. It was an interesting way to introduce your main message.' _____

7 'Your presentation was excellent. The only thing I'd suggest is that you try not to cross your arms: it makes you look defensive and unconfident.' _____

8 'You guided the audience very well. You always told us when one point was finished and what you were going to talk about next.' _____

9 'I liked the way you repeated your main messages at the end. It helped me to remember the most important points.' _____

TIP

Giving feedback and asking others to give you feedback is a great way to improve your presentation skills. Use this technique during this course. If you're studying on your own, then video yourself and try to analyse your own presentation skills.

Needs analysis

If you are using *Successful Presentations* as part of a course with a trainer, complete this *Needs analysis* so your tutor understands your needs from the course. If you are using *Successful Presentations* on your own, use this *Needs analysis* to think about your own personal aims and objectives.

Section 1: Your background

Your job title and job description

Have you given presentations in English before? Yes / No
If you answered 'yes', give details (where / when).

Have you taken formal training in presentation skills before? Yes / No
If you answered 'yes', give details (where / when).

Section 2: Presenting in your job

Read the sentences and tick (✓) the correct answer for you. Please give more details where possible.

- For my job, I need to be able to present to ...
 - clients in other companies
 - my colleagues inside the company
 - clients and colleagues.
- I mainly need to be able to present in English to ...
 - non-native speakers
 - native speakers
 - both native and non-native speakers.
- I normally present ...
 - on my own (solo presentation)
 - as a team (group presentation)
 - face-to-face with a live audience
 - online or via video or teleconferencing.
- I often use ...
 - PowerPoint™
 - handouts / brochures
 - flipcharts / whiteboards
 - other types of equipment (please give details): _____

What is the typical number of people at your presentations? —

Are your presentations usually ...?

very formal quite formal informal

My presentations often involve ...

- giving information about me and my company
- explaining products and / or services
- presenting results, facts and figures
- presenting news and updates
- presenting complex, technical information
- motivating people
- convincing my audience to do something
- other (please give details): _____

Section 3: Your aims and objectives for the course

What do you believe are your strengths as a presenter? _____

What do you believe are your weaknesses as a presenter? _____

Which of the following do you find difficult when you give a presentation? Rate the level of difficulty from 1 to 3:

- 1 = This area is very difficult for me and I need to improve a lot on this course.
- 2 = This area is quite difficult for me and I still need some improvement.
- 3 = This area is not a particular problem for me. It is not a priority for this course.

- Knowing how to prepare a talk and deal with my nerves 1 2 3
- Making a good first impression and beginning the presentation 1 2 3
- Structuring the presentation clearly so the audience understands my main message 1 2 3
- Ending the presentation effectively 1 2 3
- Designing and using visual aids, such as graphs or handouts 1 2 3
- Dealing with questions and aggressive audience members 1 2 3
- Using body language and eye contact effectively 1 2 3
- Communicating my message in English 1 2 3

Are there any other aspects of presenting that you would particularly like to improve? Do you have any questions or concerns about the course? _____