

# 3 Introducing your presentation

In this unit:

- understanding your audience
- the ABCD model

## 3.3 The expert view

4 Andrew is describing how the ABCD model can help you to introduce your presentation and make a good first impression with the audience. As you watch, make notes about each part of ABCD by answering the questions next to the ABCD model.

<b>A</b> Get the audience's <b>ATTENTION</b>	1 What techniques can a presenter use to seem relaxed and confident?	1
<b>B</b> Explain the <b>BENEFITS</b>	2 What are other ways to get the audience's attention?	2
<b>C</b> Establish your <b>CREDIBILITY</b>	3 What do the audience need to know about the presentation?	3
<b>D</b> Provide <b>DIRECTION</b>	4 What question must you answer in the audience's mind?	4
	5 Why must you establish your credibility?	5
	6 Why is it helpful to show understanding of your audience's world?	6
	7 What do you need to tell the audience about the content and structure?	7
	8 Why is it important to give the audience direction in the introduction?	8

For a summary of the ABCD model, read the article on pages 53–54.

## 3.4 Analysis

5 How well did Sabine use the ABCD model? Tick (✓) if she used each part of the ABCD model and comment on the techniques she uses.

Gets <b>ATTENTION</b>	<input type="checkbox"/>
Explains <b>BENEFITS</b>	<input type="checkbox"/>
Establishes <b>CREDIBILITY</b>	<input type="checkbox"/>
Provides <b>DIRECTION</b>	<input type="checkbox"/>

## 3.5 The expert feedback

6 How does Andrew's analysis of the presentation compare with yours?

## 3.1 Talking points

1 Before you watch the video, think about an audience at a presentation.

What do they want to know at the start of the presentation?

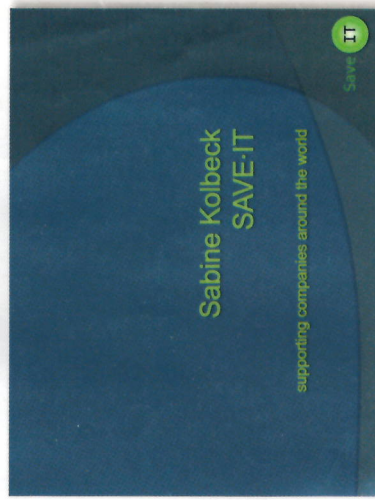
What can a presenter do to get their attention at the start?

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

## 3.2 The presentation

3 Sabine Kolbeck is giving a presentation to a group of people at Quartz Power Group (QPG). As you watch her introduction, answer these questions about her presentation.

- 1 Why is it a busy period for Sabine's audience?
- 2 Who does Sabine work for?
- 3 What does her company do for QPG?
- 4 Where is the company based?
- 5 What is her company able to do from their offices?
- 6 Her first point is about mobile technology. What does mobile technology allow you to do?
- 7 What is her second point about?
- 8 What does she ask her audience?
- 9 When can the audience ask questions?





## Language focus

### 3.6 Introducing your presentation

1 Watch some extracts from the introduction to Sabine's presentation and tick the expressions (A or B) that she uses to introduce her talk.

- |  |   |
|--|---|
| 1 A Good morning and thank you all for coming.       | B Right, everyone's here so let's start.            |
| 2 A My presentation will last about twenty minutes.  | B I'll keep this as brief as I can.                 |
| 3 A I represent the IT consultancy <i>Save IT</i> .  | B I work for the IT consultancy <i>Save IT</i> .    |
| 4 A The purpose of my presentation today is to ...   | B Why am I here? Well, the reason is that ...       |
| 5 A These are the areas I'm going to focus on today. | B I'll cover three areas.                           |
| 6 A My first point will be about ...                 | B In a minute I'll explain in more detail ...       |
| 7 A Please feel free to interrupt me.                | B Feel free to ask me any questions as we go along. |

### Introducing yourself and establishing credibility

2 As we have seen, in the introduction a presenter must establish their credibility. Complete the sentences below that are used to introduce yourself.

- charge involves based responsible work deal
- 1 Hello, my name's Elena Howarth and I \_\_\_\_\_ for Rothmar Enterprises.
  - 2 Rothmar is \_\_\_\_\_ in San Francisco but we have over one hundred branches worldwide.
  - 3 I work in the UK office and am \_\_\_\_\_ for the sales team in Western Europe.
  - 4 My job \_\_\_\_\_ liaising with regional sales representatives on a regular basis.
  - 5 I also \_\_\_\_\_ with publicity and help to devise our sales plan.
  - 6 Later on, I'll be handing you over to Michael Watkins who is in \_\_\_\_\_ of production.

### Stating your aims and intentions

3 It is important to establish benefits and provide direction to the audience. You can do this by clearly stating what you plan to achieve in the presentation. Read this introduction and underline the phrases in which the speaker states their aims and intentions or provides direction to the audience.

Today, I am going to cover three main areas. Firstly, I plan to give you an overview of our new security software. Then, I will explain how it differs from the old one. And lastly, I intend to demonstrate how it will operate on your IT network. My aim is to show you that our new software has a number of improvements. I hope that by the end of the presentation you will see that the new software will bring considerable advantages to your company in terms of increased security and ease of use. I'll be showing you some examples of the software in action throughout the talk, so please make sure you can see the screen. The presentation will last about thirty minutes and I'll be taking questions at the end.

What benefits are mentioned in this introduction?

4 Match the two halves of these sentences for stating aims and intentions.

- |                                   |   |
|-----------------------------------|---|
| 1 Today, I'd like to talk ...     | a at some of the issues involved in doing this.       |
| 2 Firstly, I'm going to look ...  | b about the proposal to open a new factory in Turkey. |
| 3 Then I intend to ...            | c how to find a suitable location for the factory.    |
| 4 And finally, I'll explain ...   | d to the handout in front of you as we go.            |
| 5 My aim is ...                   | e outline the potential costs and savings.            |
| 6 Note that I'll be referring ... | f to give you an overview of the situation.           |

5 In exercise 3, the speaker says that they will 'cover three main areas' and give 'an overview' of the new programme. In presentations, we often use verbs that refer to speaking or explaining. Replace the verbs underlined in the introduction below with these similar verbs.

highlight \_\_\_\_\_ take you through I go through \_\_\_\_\_  
address \_\_\_\_\_ give you an overview \_\_\_\_\_

This morning, I'd like to describe to you the main results of our survey. Hopefully, this will show you the basic facts of the situation and enable you to understand the key findings of our report. I'm going to look at the main results one by one and, as we go along, I will draw your attention to those areas of your business which are in need of improvement. Finally, I'd like to consider how these findings might help you to deal with a number of concerns that customers have raised during the course of our research.

### Directing your audience about questions

6 Towards the end of the introduction, we normally give direction by telling the audience if there will be the opportunity to ask questions during or after the presentation. Look at the sentences below. Can questions be asked *during*, *after* or *not at all*?

- 1 Feel free to stop me as we go along to ask questions. \_\_\_\_\_
- 2 There'll be time after I've finished for questions. \_\_\_\_\_
- 3 Please hold up your hand at any time if you have questions. \_\_\_\_\_
- 4 As we're short on time today, I'm afraid I won't be taking any questions. \_\_\_\_\_
- 5 There'll be the opportunity to ask questions at the end. \_\_\_\_\_

### 3.7 Getting attention with pauses

7 Pausing helps you to emphasize key information and keep the audience's attention. Watch the beginning of Sabine's presentation again and mark where she pauses with this symbol /.

Good morning and thank you all for coming. / I understand that it's a particularly busy period in the year for you all sales conferences I gather so I'll keep this as brief as I can. I know two of you here today from previous meetings but for those of you who don't know me my name's Sabine Kolbeck and I represent the IT consultancy, *Save IT*.

8 Now practise reading the presentation in 7 aloud with appropriate pauses.

#### TIP

#### Recording yourself

When you prepare a presentation, it's helpful to record yourself. Listen afterwards and check that you use pauses effectively.





## Presentation task

Prepare and give the introduction to a presentation on one of these topics:

- your own company and the products or services it offers
- an area of research that you have carried out
- your background and what skills you can offer a potential employer

Think about the following when you prepare it:

- who is your audience and why are you talking to them about this?
- what is the purpose of this presentation?
- what three points will you make in the presentation?

Use this basic structure for your introduction:

- welcome the audience
- introduce yourself
- explain the purpose of the presentation
- outline what you will cover in the presentation
- mention how long you will talk for
- indicate when you will take questions

Remember that this is only the introduction so do not speak for longer than two to three minutes. Try to use the ABCD model and refer to the *Useful phrases* below.

### Useful phrases

**Introducing yourself and establishing credibility**

Hello ... / Good morning / afternoon / evening.  
Thank you all for coming.  
It's nice to see so many of you today.  
My name's ...

I work for / represent ...

I'm in charge of / responsible for ...

**Stating your aims and intentions**

I'm going to be talking about ...

My talk is divided into three areas.

In a minute I'll explain what I mean in more detail.

**Showing understanding of your audience**

I understand that you're all busy.

I know that your company ...

I believe that many of you ...

I appreciate how important it is for your company to ...

### Alternative presentation

You have been invited to give a presentation to a group of managers at a company which is interested in using your company's product or service. They currently do business with your biggest competitor who is slightly cheaper than you. You have heard, unofficially, that your potential client has had problems with the quality of your competitor. Prepare the introduction to a presentation about the benefits of using your company's product or service. Use the basic structure for your introduction.

Remember that this is only the introduction so do not speak for longer than two to three minutes. Try to use the ABCD model and refer to the *Useful phrases* below.

**Explaining the benefits**

One way we feel that you may benefit is by ...  
This will allow you to ...  
We'd like to offer you ...  
I hope that you will see / learn / discover ...

**Referring to timing and giving direction**

Please feel free to interrupt me with questions.  
There will also be time at the end for questions.  
So over the next twenty minutes we're going to look at ...  
In the next ten minutes I'll tell you about ...

## Analysis

Use this analysis form as a checklist when you prepare your presentation. If you are on a course, ask someone to complete it for you while they watch your presentation.

Did the presenter...?

- welcome the audience
- introduce him / herself
- state his / her aims and intentions
- show understanding of the audience
- refer to questions and timing

Overall, how would you rate the speaker in terms of ABCD?

(1 = very good 2 = satisfactory 3 = still needs a lot of work)

After each answer, make notes on the reasons for your answer, or suggest ways in which the presenter could improve in this area.

Get the audience's attention 1 2 3

Explain the benefits 1 2 3

Establish credibility 1 2 3

Provide direction 1 2 3

## Self-assessment

After your presentation, spend a few minutes thinking about your performance and make notes about the questions below.

1 What did I do well?

2 What do I need to work on for next time?

3 What have I learned from watching other people's presentations?