**Introductions**

In traditional presentations, introductions might be spun out into a long rambling affair thanking the organisers for the invitation to speak and past lecturers for their inspiration, **but** in shorter Digital P-T-Ps they should be kept **short and snappy** with the emphasis on getting to the main point of the presentation as soon as possible. A good introduction should include the following elements:

**A - Attention**

**B - Benefits**

**C - Credibility**

**D - Directions**

**Attention**

***When we speak, we have only a few seconds to capture our audience's attention****, don't waste those precious opening seconds.*

There are several ways in which you can get an audience’s attention (in ‘pitch’ terms this is often referred to as the hook, the part that grabs the audience’s attention), but the emphasis should be on capturing the audience’s attention quickly, within seconds.

Classic methods for getting the audience’s attention and include the following:

* A surprising fact or statistic
* Asking the audience to do something
* An interesting quotation
* Show a news headline
* Destroy a popular myth
* Anecdotes/Stories
* Humour

These are just a few ideas to get the audiences’ attention but there are many more – be creative.

**Benefits**

In order to motivate the audience to listen, it is necessary to have a reason/benefit for listening**,** to it put simply **‘What am I going to get out of this presentation?’**

If the topic of the presentation is ‘Investing in the Stock Market,’ the audience would probably like to learn how to make money out of investing in the stock market rather than details about the history of the stock market and the minutiae of laws and regulations governing the stock market. If there are no benefits for the audience, there is no reason for the audience to listen and they will not listen. Instead, they will check phone messages, check their notes for the next meeting, or simply daydream; anything but listen.

**Examples of possible benefits**

1. I am going to show you **how you can install our software** onto your desktop and how you can use it **to create stunning short films** that **will get your company noticed** on social media.

**Benefits**

* Learn how to install the software.
* Learn how to create short films.
* Get my company noticed = make more profits.

1. Today I am going to talk about the benefits of a CSR regime in place in your company and how not having a CSR regime in place can hinder a company’s reputation and its ability to grow.

**Benefits**

* Learn about the benefits of CSR.
* Learn about some possible problems that can be avoided.
* Possibly learn how to improve reputation and growth.

1. Last year I made $2.5 million investing in the stock market, and you could too…

**Benefit**

* Direct appeal to the audience’s bank account.

**Credibility**

**Who are you, and what do you know about this topic?**

It is important that the audience can trust and believe what you are saying. For students this can be a problem as they often feel that they lack experience and knowledge, however, they can use their student status if the topic is related to their studies, or the fact that they have researched the topic, to establish credibility.

* I am a **third-year Business student** at Qatar Business School with a **specialization in Marketing** and today I am going to talk about Cause Related Marketing and how to…
* I **have been researching** advancements in Fintech for the past six months and today I am going to share my findings and …
* I have been **working closely with** the **University of Blackburn** and, **LightSoftware Ltd**, since 2021 on Supply Chain Management …
* Last year **I made $2.5 million** investing in the stock market …
* I was privileged to **work with the team** that put together a **successful** PR campaign for **Tesco Supermarkets**

**Directions**

Audiences generally like to know where they are going and are able to better understand a presentation if they know where it is going. Directions should be brief and simple.

* First, I am going to explain what universalism and particularism are and explain why I believe that Hungarians are universalists. Then I am going to go on to explore the differences between specific and diffuse cultures. Finally, I am going to use Hofstede’s concept of power distance to compare Saudi Arabia with Hungary.
* Today I am going to explain, what a widget is and how it improves the pour of a can of beer. Next, I am going to give the result of our customer survey conducted last month. Then I will take you through the costs, the sales forecasts, and our recommendations.

Questions

Watch the introduction to the video - **Why communication goes wrong and how to fix it** from 0:00 - 3:40

And answer the following questions –

1. Tim Pollard uses three methods to get the audience’s attention what are they?
2. *Asks the audience a question - How many of you have…?*
3. *Uses humour - How many of you have done the same thing to someone else?*
4. *Surprising facts – less than 30% of business presentation are deemed good.*
5. What do you think are the benefits for the audience of listening to Tim Pollard’s presentation?
6. Learn about why communication is important and how to improve.
7. Learn about problems in communication.
8. Learn how to fix problems in communication.
9. What phrase does Tim use to establish his credibility?

* We did a big study of data in the business world.

1. What three things is Tim going to talk about?
2. *Why communication is so important.*
3. *How it mostly goes wrong.*
4. *And how to fix it.*