

Material Imprimible

Presentaciones formales

## Módulo 1

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## **Preparation stage**

It involves some steps that will help speakers deliver an effective presentation.

### **Knowing the purpose**

Presentations have different purposes such as sharing data, inspiring people and selling a product or service. Writing a purpose statement helps speakers be on track.

If unsure about the purpose, speakers should ask the organizer of the event where the talk will be given what the speech is expected to achieve and what results are expected.

### **Knowing the audience**

Speakers should try to gather information about the audience before the presentation. That will help them understand what the right tone of the presentation should be.

Below are some useful questions to determine the type of attendees who will join a presentation.

- How many people will attend the presentation and where they are from?

The answer will determine the level of interaction and will offer the speaker demographic information.

- What do they know about the topic? Do they need to be fully informed or will they be more interested in my recommendations? The answers will help speakers decide what information to include in their speech.

- What is their social and educational background? That information will dictate a more technical or general speech.
- How can I build credibility and earn their respect? It is about deciding whether the speaker's credential should be highlighted and the sources of information to be relied on.
- Age, gender, ethnic background and professions? This data helps speakers categorize listeners in different demographic groups and offer data that is more relevant to those groups.
- What are the audience's needs and expectations? The purpose of asking this question is to adapt the presentation to meet the audience's needs and expectations.
- What reactions and questions can you anticipate? This information helps tailor the dynamics of the speech. If uninterested listeners are expected, the talk should be short, agile and entertaining.
- Are there any cultural differences I need to be aware of? Those differences condition the manner in which people learn, get information and interact with the speaker.

### **Important considerations**

Speakers should know if their presentation will be part of an event, the purpose of that event, who the other speakers will be and the topics to be addressed in the other presentations.

Another point to ask is how long the presentation should last.

### **Organization**

To organize presentations, speakers should know what the main message will be, which is strongly connected with the purpose of the presentation.

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The key points are another crucial element. They are arguments used to support the main message. Ideally, there should not be more than three or four of them. A mind map is useful to collect all the information related to the topic and decide what information to include.

Takeaways are things that listeners have learned, should remember or need to take action on when the presentation is over. Speakers should be aware of them to organize the information in the speech.

The purpose of the presentation will condition the structure of the presentation. If the purpose of the talk is to explain, speakers generally follow a logical sequence. If the purpose is to persuade, speakers first explain the current situation, then why it is not possible for listeners to be in the same situation and, next, possible courses of action and finally the solution. If the purpose is to inspire speakers try to create an emotional response and stress a shared sense of purpose.

The following step is choosing content, that is, data, examples, case studies and information that is relevant to the presentation.

Writing the script is not a must but it is particularly important to non-native speakers. Furthermore, it helps time the presentation and identify if there are any words that are difficult for the speaker to say.

Creating slides ordinarily comes next. The wise thing to do is to reduce text to a minimum.

Revising the script should be the following step after the slides have been created to check if they go hand in hand with the script.

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Handouts such as photocopies should be prepared next considering the script.

Looking for exact phrases will help non-native speakers have the necessary vocabulary to give examples, transition, clarify, etc.

Speakers should reflect on how they will address all sorts of questions asked by listeners, including off-topic ones.

### **Presentation structure**

The typical presentation structure has three main sections or parts:

- introduction, where speakers give listeners an overview of what topics they will deal with. It is also about capturing the audience's attention and building a rapport.
- body, where the main message is broken down into key points. This is the part in which the information previewed in the introduction is shared.
- conclusion, where the main message is reinforced and speakers thank the audience.

### **Introducing another speaker**

At events the host usually introduces the speaker and creates expectation among listeners by sharing information about the speaker. Many times hosts also thank speakers while introducing them. For example:

- Today we are honoured to have a speaker whose expertise and vast research will enlighten us. Like all of us, he understands the challenges in the retail industry constantly disrupted by changing technology. Let's give Mr. Ernest Alby a warm welcome.

## Introduction

Some presentation experts recommend that speakers use an attention grabber, also called an attention getter, to capture the audience's attention even before they introduce themselves.

## Types of attention grabbers

Questions: The objective is to engage the audience. Speakers can ask listeners to answer by saying one word or answering with a gesture. Rhetorical questions are asked to provoke emotions and thought.

Surprising facts are usually introduced with the question "Did you know...?"

Striking statistics are generally introduced with that questions: "Do you know that...?" or "Have you ever heard...?"

Problems are posed for the audience to reflect. and they are usually introduced with words such as suppose", "imagine", "picture". You usually end the description of the problem with the question "what would you do?" or "how would you feel?"

Speakers may ask them to do something, whether physical or otherwise. An eye-catching image can be shown to stimulate imagination, increase understanding of abstract or complex topics or make the main message clearer.

Quotations, that is, a phrase taken from a piece of literature or what someone else said, are shared to underpin the main message and make speeches sound more professional.

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Humour should be used properly, especially with a culturally diverse audience to ensure nobody is offended.

A prop is an object used by speakers to add emphasis to a presentation. Props can be closely connected to the topic of the presentation, for example a camera company representative showing a new camera lens, or not.

Stories are the most common attention-getter. They can be a story, personal anecdote, fable, parable or historic event. They typically have:

- an introduction where the environment and characters are presented. Different past tenses can be used to describe this section.
- a middle where the main action happens. Past simple is the most common tense used.
- an end where the solution to the problem is explained. Past tense is the most common tense.

When the story is over, speakers ordinarily explain the story moral or revelation.

### **Verb tenses used in stories**

- Past continuous gives background information and sets the scene. It explains what the situation was like when the most important activity happened.
- Past perfect is used for actions that happened before the main action.
- Past perfect continuous is used for long actions that started and continued up to the main actions.

- Past simple is used for complete past actions and for sequence of events.

### Personal anecdotes

Personal anecdotes make speakers and their story relatable. Speakers can tell the anecdote up to the moment the major crisis or climax happens and inform the audience that they will know how things turned out at the end of the presentation.

If that is the case, speakers shouldn't forget to summarize the anecdote before telling listeners how the anecdote ends. It is advisable to explain the connection between the anecdote and the topic of the presentation.

### Introduction - Steps

- Welcoming participants will show that the speaker is pleased to be sharing the moment with the audience. Speakers can take advantage of that moment to thank the person who invited them to deliver the speech and to empathize with the audience.
- A personal introduction can give information about the speaker, such as name and position as well as responsibilities and career to develop credibility among listeners. Another way of offering information about credentials and career is by relating them to the topic of the talk.
- Stating the topic is informing listeners what the presentation will be about. There are different patterns to indicate the topic:
  - would like + to + infinitive verb
  - going to + infinitive verb
  - future simple (will + infinitive verb)



- future continuous (will + be + gerund)
- Explaining the relevance of the topic will indicate listeners that the speaker took into account their interests, needs and expectations to prepare the presentation.
- Indicating the organization of the presentation entails revealing how many main sections the talk has and what each of them will cover.
- Although listeners probably know how long the presentation they are attending will last, it is convenient to remind them about the timing.
- If handouts will be delivered, the audience should be informed.
- In relation to questions, speakers may decide to inform the audience that:
  - they can interrupt them whenever they have a doubt
  - they will address questions at the end of the presentation
  - there will not be time for questions.

### **Joint presentations**

When two speakers make a presentation together, it is advisable that, at the beginning of the talk, one of them introduces the other one and explains what each of them will talk about.

When it is time to hand over, that is, to let the second speaker start their part of the presentation, the second speaker can acknowledge something the first speaker mentioned to start their speech. That shows that both speeches are related and form a meaningful whole.

## Group or team presentations

In general, there is a master of ceremonies who is in charge of introductions and hand-offs.

## Body

Signposting language

It is the words and phrases that speakers resort to in order to guide listeners through what is being said. It helps articulate the speech and ensure that audience does not get lost. If signposting language is missing, the speech will have abrupt jumps between points and the talk will not flow seamlessly.

## Examples of signposting language

Previewing what is coming is about telling the audience what is going to be discussed next. It can also be used as a transition between sections of a presentation. Questions can also be used for internal preview.

It is necessary to say a few words to start a new section. It introduces the new section or point and it prepares listeners mentally.

Summarizing helps listeners better understand and remember information. Internal summaries are common, especially in long presentations.

Indicating the end of a section will prepare listeners for closure and give them the chance to ask questions.

Transitions are used to go from one point to the next one. Words of additions (in addition, besides, etc.) can be used for transitions. If the transition is between similar points, words such as similarly, likewise, etc.

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can be useful. If the transition is between contrasting or conflicting points, words such as however, nevertheless, etc. are a good option. Sometimes, transitions are necessary to move on to the main point. In that case, speakers turn to words such as fundamentally, the core of the problem, etc.