UNIT 3: PRESENTATION SKILLS

PARTS OF A PRESENTATION
OUTLINE

- INTRODUCTION
  - Components
  - Attention-getting techniques

- BODY
  - Helping your audience follow
  - Supporting techniques

- CONCLUSION
  - Components
  - What to avoid in conclusions
INTRODUCTION

WHY IS INTRODUCTION IMPORTANT?

- the first thing your audience will hear - first impression
- a bridge into the speaker’s main points
- prepares the listeners psychologically by stimulating interest
- orienting the audience to the presenter and the purpose of the presentation
Components of an introduction

- Attention-getting technique
- Greeting your audience
- Introduction of yourself
- Introduction of your topic
- Preview of the main points of your speech (outline)

A typical introduction is about 10% of the entire speech.
Why do we need an attention getter?

- a way to intrigue the audience
- motivates them to listen attentively for the rest of your speech
- creates curiosity in the minds of your listeners
- convinces them that the speech will be interesting and useful.
Attention-Getting Techniques

- **Asking a Rhetorical Question**
  - designed to arouse curiosity without expecting an immediate answer
  - Either the answer will be obvious or question will arouse curiosity until the presenter provides the answer

Possible to ask a real question as a way of interacting with the audience
Attention-Getting Techniques

- **Opening with a Strong Quotation**
  - Creates a feeling of familiarity with the subject
  - Creates a mood of acceptance toward the idea you intend to present
  - Immediately launches you into the speech and focuses the audience on your topic area

*avoid triteness as overused quotations may merely bore the audience & cite the source*
Attention-Getting Techniques

- **Using a Startling Statement**
  - statistics, little known facts, or surprising statements to catch the attention of your listeners

- **Using an Anecdote or Telling a Brief Story**
  - good way to get audience attention
  - friendly atmosphere
  - go for brief stories

*make sure your story is closely related to the subject and is consistent with the mood of your speech*
Attention-Getting Techniques

- **Creating Suspense**
  - “What is next?”
  - talking about the topic in a covert manner without revealing the topic until the end of the introduction.

- **Activating the Audience’s Imagination**
  - choose words that especially appeal to the five senses
  - create a vivid image in the audience’s mind

Consider the audience response, how you will come back to the introduction and whether you as a speaker are comfortable using this technique.
Attention-Getting Techniques

- **Giving a Definition**
  - necessary when presenting topics that are more abstract, technical and ambiguous
  - don’t forget to reference the source.
  - do not define obvious terms

- **Using a Visual, Prop or Gimmick**
  - Showing pictures, photos, posters, real life objects, maps, sketches, brochures; playing a segment of a film or video; acting out a role play; doing a short demonstration...
Attention-Getting Techniques

- **Misdirecting the audience**
  - tricking the audience into believing your subject is one thing before switching rapidly to another
  - works well especially when you are going to offer a new perspective to a rather worn out topic.

It is possible to ruin the introduction if you fail to integrate the teaser into your introduction.

See pg.120 for common mistakes.

See the “**Speaking Help**” section for the signposts.
BODY

- the main part of your presentation
- contains the details of the main points outlined in the introduction.
- the body must expound, explain, support, and defend what is revealed in the introduction
Helping your Audience Follow

- Use few main points
- Arrange your points in a logical order
- Select points with the audience in mind
- Repeat crucial points
- Incorporate previews and summaries into the speech
- Use statistics and quotations sparingly
Supporting Techniques

☐ Make sure your supporting materials are accurate, reliable and relevant

Types of Supporting Techniques

☐ Examples
☐ Analogies
☐ Statistics
☐ Testimony (Authority Opinions)

See the “Speaking Help” section for the signposts
Supporting Techniques

- **Examples**
  - Focus listeners’ attention on the point you want to make
  - Make them as vivid and as clear as possible
  - Choose representative examples so that they can be generalized
  - Can be in the form of anecdotes, comparison, contrast, statistics etc.
  - Can be factual or hypothetical
Supporting Techniques

- **Analogies**

  - comparison between two different things in order to highlight some point of similarity.
  
  - your aim is to explain a complex or unfamiliar phenomenon by using a simpler or more familiar one.

See pg. 125 for an example
Supporting Techniques

- **Statistics**
  - give your ideas numerical precision
  - make a presentation more credible, more persuasive and more authoritative.
  - make the statistics as clear, interesting and meaningful as possible for them to enhance your presentation

See pg.126 for an example and for some tips
Supporting Techniques

- **Testimony (Authority Opinions)**
  - Shows that your position is supported by people who are knowledgeable about the topic
  - a good way to lend credibility to your presentation
  - especially important when a topic is controversial or when the audience is skeptical about a speaker’s point of view
  - direct quoting versus paraphrasing?
CONCLUSION

- the last thing the audience hears from you
- people tend to remember the last things they hear, so make sure you conclude carefully and with emphasis
- avoid ending your speech so abruptly that the audience is startled
- avoid continuing to talk until you exhaust both the topic and the audience.

*the conclusion should be no more than 10% of your total presentation time.*
Components of a Conclusion

- **Signaling closure**
  - “in conclusion”, "let me end by saying", "in summary"

- **Summarizing the key points of your speech**
  - reemphasize your main idea by briefly summarizing your main points,
  - in different wording
  - repetition reinforces your speech's message
Components of a Conclusion

- Ask a question.
- State an unusual fact.
- Give an illustration, example or story.
- Present a quotation.
- Refer to a historic event.
- Tell a joke.
- Use a gimmick.

- Make a prediction
- Point to common relationships, beliefs, interests, or opinions.
- Refer to the occasion, purpose of the meeting, a local event etc.
- Point out the importance of the subject to the audience.

Leaving a memorable impact:
Components of a Conclusion

- Thanking the audience for listening and inviting questions
- Showing the reference list of the sources used

See the “Speaking Help” section for the signposts
What to Avoid in Your Conclusion

- Don’t just stop at the end of your material
- Don’t apologize
- Don’t stretch it out
- Don’t introduce new points.
- Don’t continue to speak as you leave