

# **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

## ❑ Leaving a memorable impact:

- ❑ 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.

# 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