

7.1a

An introduction to presentations

Worksheet

- A** Study the stages of a presentation 1–7. Then fill in the gaps with words from the box below.
- 1 Start with something to get attention: a surprising fact; a reference to 'here and now'; a question; a humorous quote/story; audience participation; a visual aid. _____
 - 2 a) Say a few words about yourself b) Tell the audience the structure of your talk c) Tell the audience how they will benefit from your presentation. _____
 - 3 Present a small number of main points – a maximum of four. _____
 - 4 Connect each point to the needs/interests of your audience. For example, show the audience how they will benefit or ask them a question. _____
 - 5 Give examples to make your points clear. _____
 - 6 Summarize the main points again. Mention the key benefits – how audience members can apply the information in your talk to their specific situation. _____
 - 7 Finish with impact: a link back to your opening Bang!; a dramatic statement which sums up your message; an unusual visual aid; a strong *Thank you for your attention*; a call to action (something you want the audience to do). _____

Examples Recap Bang! Bang! Bridge Message Opening

- B** The first letters of the answers you wrote in Section A spell 'BOMBER B'. Remember this phrase – it will help you to plan your presentations. Match each extract below with a stage of BOMBER B.

- 1 By the end of my talk you will be able to decide if you need to ..., and if so what are the different options. _____ *Opening (c)* _____
- 2 OK, let's stop there. I'd like to finish by thanking you all for your attention. I'm now going to distribute this brochure As you can see from the title, the message I want to leave you with today is: 'Let's grow – together.' _____
- 3 Well, good morning everyone. I hope you all found somewhere to park your car this morning. They say the roadworks will be finished shortly, but they've been saying that for the past six months! OK, today I'm going to talk to you about a new product to help people to give up smoking. Did you know that every day 1,000 people die from smoking-related diseases? That's the same as two jumbo jets crashing every day. _____
- 4 I'd like to turn to the question of How many of your clients put this as their number one priority? _____
- 5 Right, I think that covers everything. So, before I finish, let me just summarize my main points again. I've talked about ..., I also described ..., and I explained In short, I've tried to show you how ... _____
- 6 My name is ... and I'm a Senior Partner here at Morris Brothers. During my presentation I'll be talking about three main areas. First, I'll tell you a little about ..., second ..., and third why we believe we can offer If anyone has any questions, please feel free to interrupt. _____