Keeping Your Audience with You

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Workshop 1: Preparing a Successful Presentation

1. Identify the topic and objectives
2. Analyse the audience and occasion
   i. Identify audience motivation
   ii. Understand the occasion
Workshop 1: Preparing a Successful Presentation

1. Identify the topic and objectives
2. Analyse the audience and occasion
3. Gather information and organize the points
4. Make the points memorable
Workshop 2: Keeping Your Audience with You

... AND SO ON BLAH BLAH AND SUCH AND SUCH BLAH BLAH AND HERE'S ANOTHER INTERESTING POINT BLAH BLAH...
Workshop 2: Keeping Your Audience with You

1. Start well
2. Phrase your ideas for your audience
3. Link your points memorably
4. End strong
Start well

1. Get your audience’s attention
Start well: Introduction

1. Get your audience’s attention
2. State the topic and motivate the audience to listen
1. Get your audience’s attention
2. State the topic and motivate the audience to listen
3. Outline the content (blueprinting)
1. Get your audience’s attention
Start well

Attention Getters

- Startling facts
- Anecdote
- Joke
- Quotation
- Imaginative visual, video
- Allusion (reference)
- Reference to the occasion
- Rhetorical question
Start well

Attention Getters

Don’t start with

- Apology
- Excuse
- Questionable humour
- Distributing brochures
- Your topic
Start well

1. Get your audience’s attention
2. State the topic and motivate the audience to listen
Topic and Purpose

- Topic
  “In my presentation today I’m going to describe the latest mobile phone e-learning systems.”

- Purpose (motivation)
  “For students, these technologies make learning in lectures and tutorials more enjoyable and more memorable.”
“In my presentation today I’m going to explain the procedure for setting up a private limited company in Singapore. For the serious entrepreneur, these steps are your key to forming a stable and profitable company.”
“This morning, I’d like to review the status of the AFTA project not only to provide you with the most current information on this project, but also to seek your advice regarding the future of the project during the discussion period which will follow this talk.”
### Motivation

<table>
<thead>
<tr>
<th>Gain</th>
<th>Save</th>
<th>Avoid</th>
<th>Become</th>
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<tbody>
<tr>
<td>Money</td>
<td>Time</td>
<td>Danger</td>
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<td>Power</td>
<td>Effort</td>
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<td>Knowledge</td>
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<td>Embarrassment</td>
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<td>Control</td>
<td>Face</td>
<td>Conflict</td>
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<td>Experience</td>
<td>The environment</td>
<td>Sickness</td>
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<td>Possessions</td>
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<td>Popular</td>
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</table>
Start well

Topic and Purpose

- **Topic**
  
  “In my presentation today I’m going to describe the healthcare facilities available to NUS students.”

- **Purpose (motivation)**
  
  “With this information you will know where to go to get the healthcare you need when you need it so you can save money and stay well throughout your degree programme.”
Start well: Introduction

1. Get your audience’s attention
2. State the topic and motivate the audience to listen
3. Outline the content (blueprinting)
Outline the content

Blueprinting

■ Say how many points
  “I’ll be answering three questions this afternoon.”

■ List them
  “Where can you get healthcare on campus? How much does it cost? and How do you get healthcare when you are off campus?”

■ Do not list the conclusion
Start well

Outline the content

Blueprinting Verbs

- Develop
- Describe
- Illustrate
- Give you
Keeping Your Audience with You

1. Start well
2. Phrase your ideas for your audience
Audience-centred information

- Scintillate, scintillate diminutive asteroid, how I hypothesize your distinctive characteristics
- Twinkle, twinkle little star, how I wonder what you are
Audience-centred information

Vocabulary

- Use words your audience will understand
- Avoid idioms and "local" expressions

Stuffed shirt  
Yaya  
Shiok, man
Point of view

- Our rejection rate for the Silicon Valley NOC programme applications is 75%.
- You have a one-in-four chance to be accepted into the NOC Silicon Valley programme, so apply today.
Audience-centred Information

Point of view

- Put yourself “in their shoes”
- Phrase it positively
Illustrations

- Healthcare for students
  - On campus
  - Costs
  - Off campus
    - Private insurance schemes
    - Coverage for family members
    - SOS evacuation services
Audience-centred information

Illustrations
- Choose relevant examples
- Design clear visuals
- Use stories
In Italy we have about 300 km of tunnels. Did you know that the total energy consumption for lighting this network of tunnels is 600 megawatts?
Audience-centred information

- Speaking extemporaneously is highly recommended for most presentation situations.
- SafeMessage provides 256-bit multiple-encryption for your email messages.
Audience-centred information

Technical jargon
- Use technical words appropriately
- Explain them
  - Gloss the term within the sentence
  - Add a descriptive clause/sentence
  - Create a word picture
  - Offer a formal definition
Audience-centred information

- Speaking extemporaneously, *from a prepared, key-word outline*, is highly recommended for most presentation situations.

- SafeMessage provides 256-bit multiple-encryption to your email messages … which means there are $2^{256}$ ($1.2 \times 10^{77}$) possible combinations for every single character in your email.
In Italy we have about 300 km of tunnels. Did you know that the total energy consumption for lighting this network of tunnels is 600 megawatts?

... the total energy consumption for lighting this network of tunnels is equivalent to lighting a city the size of Turin?

... a city the size of Johor Bahru?
This morning, I’d like to review the status of the AFTA project.

You can use OPAS to apply for the SEP, but for NCBV, NCSV, NCSH and NCST you should use the form found on the NOC website.
Audience-centred information

Abbreviations

- Give in full – then abbreviate
  - ASEAN Free Trade Area (AFTA)
  - Overseas Programmes Application System (OPAS) … Student Exchange Programme (SEP) … NUS Overseas Colleges (NOC) programmes…
Audience-centred information

Abbreviations

- Empty paper results must be at least D7.
- MT paper results must be at least D7.
- Mother Tongue (MT) paper results must be at least D7.
Audience-centred information

- Vocabulary
- Point of view
- Illustrations
- Technical jargon
- Abbreviations
Keeping Your Audience with You

1. Start well
2. Phrase your ideas for your audience
3. Link your points memorably
Link Your Points Memorably

- Transitions
  - Transition phrases
  - Rhetorical questions
  - Minisummaries
    1. Market overview
    2. Product performance
    3. Outlook
NUS Student Health Care Facilities

1. On campus
2. Costs
3. Off campus

First of all, what kind of health care facilities are there on campus?
NUS Student Health Care Facilities

1. On campus
2. Costs
3. Off campus

So we’ve discussed the health care facilities on campus, now how much does it cost to visit the University health centre?
NUS Student Health Care Facilities

1. On campus
2. Costs
3. Off campus

We’ve discussed health care facilities on campus and the related costs, now let’s turn to health care options when you are off campus.
Keeping Your Audience with You

1. Start well
2. Phrase your ideas for your audience
3. Link your points memorably
4. End strong
End Strong

Conclusion

- Summary
- Recommendation or Call to Action
- Closing courtesies
End Strong

Summary

- Refer to blueprinting
- Change tense
  - “We will be discussing”
  - “We have discussed”
End Strong

Call to Action

- Tell the audience what *they* can do.
- Give them the next step(s).
- Refer to the purpose (motivation).
- Appeal to all of the audience.
End Strong

Closing Courtesies

- Thank the audience
- Invite questions
- Distribute brochures
Keeping Your Audience with You

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2. Phrase your ideas for your audience
3. Link your points memorably
4. End strong