Effective Oral Presentations

Workshop 2: Keeping Your Audience with You

CDTL Learning for Success Workshop

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A. Workshop 1: Preparing a Successful Presentation

1. Identify the topic and __________________

2. Analyse the ________________ and occasion
   i. Identify audience ________________
   ii. Understand the occasion

3. Gather ________________ and organize the ________________

4. Make the points ________________

B. Workshop 2: Keeping Your Audience with You

1. ________________ well

2. ________________ your ideas for your ________________

3. Link your ________________ ________________

4. End ________________
**Start Well**

1. Get your audience’s ______________________

2. State the ______________ and _____________________ the audience to listen

3. __________________________ the content (blueprinting)

**A. Attention getting strategies**

Read the following introduction and notice the attention getters used.

*I imagine many of you here today have been to Italy on holiday. And no doubt, some of you have driven along the famous Autostrada del Sole, and noticed the large number of tunnels which have been carved through the rock. In fact, here in Italy, we have about 300 km of tunnels. But what about the lighting in them? Did you know, for example, that the total energy consumption for lighting this network of tunnels is equivalent to lighting a city the size of Turin?*

*But in spite of all this investment, much of the lighting is inadequate, and is the cause of many car accidents. In fact, eight out of ten accidents in tunnels can be attributed to bad lighting, and many of these have had fatal consequences. So in my presentation today, I’m going to explain the technical problems involved in lighting tunnels, and outline the investments we intend to make to improve efficiency and safety.*

**B. Topic and purpose**

Be sure to state the topic and then motivate your audience to listen to this topic by describing the purpose of the presentation.

- *In my presentation today I’m going to describe the latest mobile phone e-learning systems. For lecturers, these technologies are one way to increase the interactivity of your lectures and the interest of your students.*

- *In my presentation today I’m going to explain the procedure for setting up a private limited company in Singapore. For those of you who are serious entrepreneurs, these steps are the key to your 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.*
C. Blueprinting

Here are some useful expressions for outlining the content of a presentation:

- I’ll be developing three main points. First, I’ll give you… then I’ll describe… Lastly, I’ll propose …

- My presentation will be in two main parts. In the first part, I’ll be talking about… And then I’ll outline…

- I am going to divide my presentation into two sections. First, I’ll analyze… and then I’ll discuss …

- I’d like to answer three questions this afternoon: who is responsible…; what we are going to do about it, and when the situation will be resolved.

Remember to choose a strong verb. Make a list of strong action verbs that can be used in purpose and blueprinting statements:

- 
- 
- 
- 
- 

Look at the following introduction to a presentation and notice the statement of purpose and blueprinting:

Good morning. My name is Sarah Benson and, as you know, I work as a consultant for the LX Consulting Group. You have probably seen me and two of my colleagues at your company for the past two weeks, and I’d like to thank you very much for your cooperation and understanding. What I’d like to do this morning is to present the results of our study into the work flow in your factory. From our findings, I am sure that together we will find suitable ways to improve production and save you time and money. So in my presentation, I’m going to be developing three main points. First, I’ll give you some background information about the LX project team which, as many of you know, was set up three months ago to study the reasons that most of your products are delivered late. Then, after outlining the objectives of the team, I’ll go on to examine the current work flow in your factory. Lastly, I’ll explain our recommendations for maximizing the efficiency of your production facilities.
PRACTICE 1: Topic, Purpose & Main Points

See the example below on how to give a statement of the topic, motivational purpose and main points in the introduction of a presentation.

<table>
<thead>
<tr>
<th>Topic in note form</th>
<th>Main Points</th>
</tr>
</thead>
</table>
| Analyse family income and expenditure in Singapore. | 1. Sources of income  
2. Main expenses  
3. How to meet family needs |

In this presentation I'll be analysing the average Singapore family’s income and expenditure. As new graduates about to enter the workforce, this information should help you to make intelligent financial choices. I will divide my presentation into three parts. In the first part, I’ll be looking at where the average Singapore household gets its main income. Then, I’ll summarize the main expenses that the typical family faces. Finally, I’ll give you my ideas about how we can meet the typical Singapore family’s financial needs.

Use the notes below to practice giving a statement of the topic, motivational purpose and main points of a presentation.

| a) Describe three tips for safe motorcycle riding | 1. Check your equipment  
2. Wear protective gear  
3. Expect the unexpected |
|-----------------------------------------------|------------------------------------------------|
| b) Suggest three ways to get the most out of your MP3 player | 1. Use it as a storage device (thumb drive)  
2. Use it as a fashion statement (accessorize)  
3. Use it spontaneously (create your own party) |
| c) Discuss the findings of our research on the use of laptops on campus | 1. Overview of NUS IT infrastructure  
2. Main uses of student laptops  
3. Recommendations for eLearning |
| d) Examine access for handicapped students on campus | 1. Getting to campus (shuttle bus)  
2. On campus (sidewalks and building bridges)  
3. Within buildings (lifts and stairs) |
Phrase Your Ideas for Your Audience

1. Vocabulary

2. Point of view

3. Illustrations

4. Technical jargon

5. Abbreviations
### Link Your Points Memorably

Throughout your presentation, you should show where one part ends and a new one begins. Making the connections between your ideas clear helps your audience to follow your presentation.

#### 1. Transition Phrases

<table>
<thead>
<tr>
<th>Introducing a Subject</th>
<th>Sequencing</th>
<th>Changing a topic</th>
<th>Concluding</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'll begin by ...</td>
<td>First ..., second ..., third ...</td>
<td>If I could now turn to ...</td>
<td>So, to conclude ...</td>
</tr>
<tr>
<td>Let's start with ...</td>
<td>Firstly ..., secondly ..., thirdly ..., then ..., next ..., finally ...</td>
<td>My next point is ...</td>
<td>In conclusion ...</td>
</tr>
<tr>
<td>What I'd like to</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>begin with is ...</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Let me begin by ...</td>
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</tbody>
</table>

#### 2. Rhetorical Questions

After asking a rhetorical question, you should answer the question in the next part of your presentation. Here are a few examples of rhetorical questions:

- **Sales performance by product:**
  
  _First of all, how has each of our products been selling?_

- **Projection for the next quarter:**
  
  _So, what is the outlook for the next three months?_

#### 3. Mini Summaries

Include mini summaries to remind the audience of what you have covered before you move on to a new point.

_That completes my overview of . . . so now I'd like to move on to . . ._

_So that's the general picture of . . . and now let's turn to . . ._

_So, we've seen . . . and . . ., now if we could look at . . ._

_Now we know . . . and . . ., but what about . . ._

_So, we've seen the general overview of the market (point 1), and the poor performance of our product so far this year (point 2), now let's take a look at what lies ahead in the next few months . . ._
PRACTICE 2: Transitions

The following plan is for a presentation in which the presenter suggests three things that the audience can do to help others quit smoking. Study the plan and then prepare transition statements to introduce each part of the presentation. Try not to change the rhetoric of the points (parallel structure) as you write your transitions. The first one has been done for you as an example:

**Presentation Plan**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>II.</td>
<td>Body</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Why people feel a need to smoke</td>
<td></td>
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<tr>
<td></td>
<td>B. Why people cannot quit smoking by themselves</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Three things you can do to help</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>1. show concern, don’t criticise</td>
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<td></td>
<td></td>
<td>2. suggest alternatives, don’t complain</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. have patience, don’t give up</td>
</tr>
<tr>
<td>III.</td>
<td>Conclusion</td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introduce the first main point</td>
<td><strong>Let’s start by looking at some of the reasons people start smoking, in other words, why people feel a need to smoke.</strong></td>
</tr>
<tr>
<td>2.</td>
<td>Move to the second main point</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Introduce the third main point</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Move to the first sub-point</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Link to the second sub-point</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Move to the third sub-point</td>
<td></td>
</tr>
</tbody>
</table>
Look at the following conclusion to a presentation entitled “Choosing a job” for an audience of new university graduates. What are the main and sub-points of this presentation?

So to sum up, we’ve discussed the reasons many energetic young graduates like yourselves are interested in working for foreign multinational companies. We’ve also seen some examples of the benefits and pitfalls of this career path. On the other hand, we’ve looked at the pros and cons of working for the government. We have seen that public service is not only good for you and your future family, but also what our entire society needs. If you want Singapore to be better off, please put the most talented people in the driver’s seat.

With these ideas in mind, I’d strongly recommend that you consider working for our government after you graduate. The security, sensibility, and social benefits of this choice are clear. Remember, when you work for the government, you not only will be looking out for your own interests, but also the interests of others.

Thank you for your attention. If you have any questions, I’d be happy to answer them.

Components of a captivating conclusion

1. __________________________
   
   So, to summarize, we’ve looked at...
   So, as we’ve discussed in this presentation today...

2. Recommendation or __________________________
   
   a. Tell the audience what they can do with the information you’ve just presented.
   
   b. Give them the next step(s).
   
   c. Refer to the purpose and motivational elements given in the introduction.
   
   d. Appeal to all of the audience.

3. Closing __________________________
   
   Thank you for your attention. I’d be happy to answer any questions.
   I would welcome any comments or suggestions.