

Planning, Structuring, and Language of an Effective Presentation. Sam Ling Gibson, 2018.



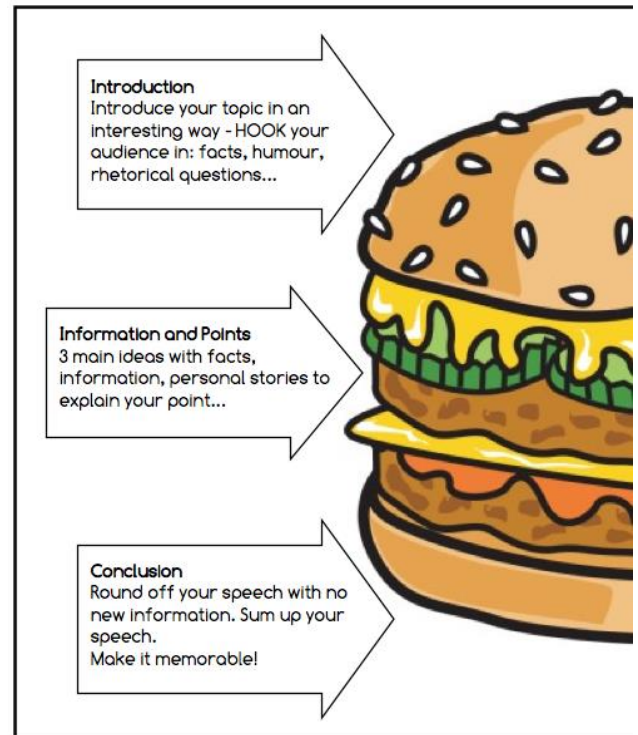
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Getting the structure and language of a presentation right can provide an effective way to connect with the audience and communicate your message. If done right a presentation should be interesting, persuasive and leave the audience thinking.

This guide provides a path to help you achieve this using the 'hamburger' model of public speaking (see image).

This uses 3 parts: the introduction, main idea(s), and conclusion.



Introduction

A good introduction should a) introduce your topic, b) explain its importance, and c) get the audience's attention.

1) Hook.

This can be at the beginning, or end of the introduction. Use one of these ideas to get your audience's attention;

Rhetorical questions

Is human rights important for new Governments? Do we really need the all of this paperwork?

Interesting facts

According to an article I read recently, ... Did you know that ... ? I'd like to share an amazing fact/figure with you.

Stories and anecdotes

I remember when I attended a meeting in Bogota, let me tell you what happened to me ...At a conference in Rio, I was once asked the following question:...

Problem to think about

Suppose you wanted to How would you go about it? Imagine you had to What would be your first step?

2) Welcoming the audience

Good morning/afternoon, ladies and gentlemen.

It's good to see you all here.

Hello/Hi everyone.

First of all, let me thank you all for coming here today.

It's a pleasure to welcome you today.

I'm happy/delighted that so many of you could make it today.

3) Introducing yourself

Let me introduce myself. I'm XXXX from ... For those of you who don't know me, my name is ... Let me just start by introducing myself.

My name is ... Giving your position, function, department, company

As some of you know, I'm the operations manager here and am responsible for ... I'm the operations manager in charge of ... I'm here in my function as the head of ...

4) Introducing Topic

Today I'm going to discuss...

My topic is...

In my presentation I'm going to focus on...

5) Saying why your topic is relevant for your audience

Today's topic is of particular interest to those of you/us who ...

My talk is particularly relevant to those of us who ...

My topic is/will be very important for you because ...

By the end of this talk you will be familiar with ...

6) Stating your purpose

The purpose/objective/aim of this presentation is to ...

My goal is to determine how/the best way to ...

What I want to show you is ...

My objective is to ...

Today I'd like to give you an overview of ...

Today I'll be showing you/reporting on ... I'd like to update you on/inform you about ... During the next few hours we'll be ...

7) Introduce Plan – structure, sequence and timing

I've divided my presentation into three (main) parts. In my presentation, I'll focus on three major issues.

I'll start by discussing..., then I'll move on to... and finally I'll talk about...

I'll cover the following (three) (main) areas/ points in my presentation...

To start with, I'll go over..., after that I'll discuss... and to finish I'll cover...

My presentation will take about 15 minutes. It will take about 10 minutes to cover these issues.

Then there will be time for questions... or... Feel free to ask questions at any time during my talk.

8) Handouts (if relevant)

Does everybody have a handout/ report of the (report)? Please take a copy.

I can email the PowerPoint presentation to anybody who wants it.

The main part(s)

The main part / body should include the details of your presentation. You can use evidence, anecdotes and ideas to communicate these main ideas.

Introducing a main idea/ (like body paragraph in an essay)

I'd like to start with / move one / finish by discussing...

To begin / Now / Next I'd like to look at...

The first/next/second/final point I wasn't to focus on is...

In this part of my presentation, I'd like to talk about ... So, let me first give you a brief overview.

This brings me to the end of my first point. So much for point two. So, that's the background on ... That's all I wanted to say about ...

Summarizing a point

Before I move on, I'd like to recap the main points. Let me briefly summarize the main issues.

I'd like to summarize what I've said so far ...

Moving to the next point

This leads directly to my next point. This brings us to the next question. Let's now move on/turn to ... After examining this point, let's turn to ... Let's now take a look at ... Going back As I said/mentioned earlier, ... Let me come back to what I said before ... Let's go back to what we were discussing earlier. As I've already explained, ... As I pointed out in the first section, ...

Adding ideas

In addition to this, I'd like to say that our IT business is going very well.

Moreover/Furthermore, there are other interesting facts we should take a look at. Apart from being too expensive, this model is too big.

Talking about (difficult) issues

I think we first need to identify the problem. Of course we'll have to clarify a few points before we start. We will have to deal with the problem of increasing prices. How shall we cope with unfair business practices? The question is: why don't we tackle the distribution problems? If we don't solve this problem now, we'll get/run into serious trouble soon. We will have to take care of this problem now. We are currently having difficulties with ...

Rhetorical questions

What conclusion can we draw from this? So, what does this mean? So, just how good are the results? So, how are we going to deal with this increase? So, where do we go from here? Why do I say that? Because ... Do we really want to miss this opportunity to ...?

Conclusion

A conclusion should summarise your presentation (not adding new information) and leave the audience thinking and engaged.

Indicating the end of your talk

I'm now approaching/nearing the end of my presentation. Well, this brings me to the end of my presentation. That covers just about everything I wanted to say about ... OK, I think that's everything I wanted to say about ... As a final point, I'd like to ... Finally, I'd like to highlight one key issue.

Summarizing points

Before I stop, let me go over the key issues again. Just to summarize the main points of my talk ... I'd like to run through my main points again ...

To conclude/In conclusion, I'd like to ... / in closing / to sum up (then), we...

Your final thought will depend on:

- 1) *How does your presentation relate to the audience?*
- 2) *What do you want them to remember or think about?*

Depending on these questions, choose the most relevant to leave a lasting impression on your audience:

- *Make a prediction*
- *Offer a solution/ suggestion for change*
- *Ask a thought-provoking question*
- *End with a relevant quotation*
- *Give advice*

Inviting questions

Are there any questions? We just have time for a few questions. And now I'll be happy to answer any questions you may have.

For additional information, see ASK guides on:

- *Effective Presentations with Visual Aids.* <http://repository.urosario.edu.co/handle/10336/13306>
- *Introducing Presentations- practice.* <http://repository.urosario.edu.co/handle/10336/13271>
- *Powerful ways to Begin a Presentation.* <http://repository.urosario.edu.co/handle/10336/13415>