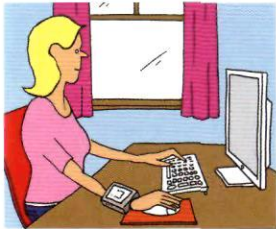


3

Products and packaging

- ▶ structuring a presentation
- ▶ hooks and objectives
- ▶ presenting a product



3.4 Speaking Presentations – structure

Brainstorming

1 What are the qualities of a good lesson, lecture or presentation? With a partner, draw up a checklist.

Listening for gist

2 🎧 1:39 Listen to Version 1 of a presentation of the Pingman, a new personal GPS tracking device which can be used to locate children, elderly people, animals or mobile staff. Compare the presentation with your checklist.

3 With a partner, discuss how the presentation could be improved.

Listening for detail

4 🎧 1:40 Listen to Version 2 of the presentation and answer the questions.

- 1 How does the presenter get the audience's attention and interest?
- 2 What is the objective of the presentation?
- 3 How long will the presentation last, and what is the next step?
- 4 What does the presenter say about questions?
- 5 What subjects will be covered in the three sections of the presentation?
- 6 Which part of the presentation do we not hear?
- 7 What does the presenter do at the beginning of the conclusion?
- 8 What does the presenter ask the audience to do?
- 9 How do the audience know when to applaud?
- 10 What aspects of presentation technique have improved in Version 2?

5 🎧 1:40 With a partner, find suitable words to complete the useful expressions in the checklist. Then listen again to Version 2 and check your answers.

Useful expressions: Structuring a presentation

Hook

_____ you like to know ...?
 What would you do if ...?
 _____ would it be worth to ...?
 Somebody once said ...

Objective

I'm here this morning to _____ the Pingman, ...
 My objective today is ...
 The goal of this meeting is ...

Agenda

Feel _____ to interrupt me.
 I've divided my presentation into three _____.
 _____ of all, I'm going to ...
 _____ that, I'll be talking about ...
 _____, I'd like to present ...
 I'll take any questions at the end.

Summary

I'd like to _____ up the presentation and move on to ...
 _____, I explained why ...
 _____, I presented the different specifications ...
 Last, but not _____, I have given you ...

Call for action

These are the _____ why I am asking you to ...

Close

Thank you very much for your _____.
 Thank you for listening.
 If you have any questions, I'll do my best to answer them.