

## Internet research

Search for the keywords *presentation tips* to find answers to the questions below.

- 1 How long should a good presentation be?
- 2 What should you research before a presentation?
- 3 What are the most important parts of a presentation?
- 4 What are the best ways to practise a presentation?
- 5 Which colours and fonts should you use in your slides?
- 6 How should you deal with hostile questions?
- 7 What's the latest presentation technology available?


## eWorkbook

Now watch the video for this unit.

## Glossary PAGE 154

hook  
lecture  
overwhelmingly  
ping  
tracking  
wrap up

## Pronunciation

**6**  **1:41** Decide where the speaker should pause in this extract from the presentation. Before each pause, mark whether the speaker's voice should go up ↗ or down ↘, as in the examples. Then listen and compare your answers.

I've divided my presentation into three sections. ↘ First of all, ↗ I'm going to remind you of the background to this project and the current offer on the market. After that, I'll be talking about - the prototype, and the data we've collected from tests, focus groups and market studies. Finally, I'd like to present a business plan; this will demonstrate why we expect a return on investment that is without precedent for our company. Is everybody happy with that agenda?

**7** **Underline** the key syllables and key words which should be stressed, and draw a line between words which should be linked ( \_ ), as in the example below.

*I've divided my presentation into three sections. First of all, ...*

**8**  **1:41** Listen again and compare your answers. Then practise reading the extract with correct intonation, stress and linking.

## Presentation

**9** In small groups, prepare the introduction and conclusion of a presentation of one of these new products to a group of department store buyers.

- a flexible tablet PC that can be rolled up to fit in a pocket
- furniture which changes colour and temperature depending on the light and room temperature
- a T-shirt which displays a text message that can be modified from a mobile phone
- your own product idea

Think about the following questions.

**Hook:** What is the most surprising, exciting or unusual aspect of your product?

**Objective:** Why are you making the presentation and what do you hope to obtain?

**Agenda:** How will you organize your presentation and what will happen after the talk?

**Summary:** What are the highlights of your talk?

**Call for action:** What do you want your audience to do now?

**Close:** How can you avoid an embarrassing silence at the end of your presentation?

**10** In your group, present your introduction and conclusion and answer any questions. (Assume the body of the talk has been presented.) The rest of the class are the buyers. As a class, vote for the best product presentation.

