



Presentations

hacer una presentación profesional

Structure

Common Mistakes

What are the most common mistakes to avoid

Presentation Structure

The optimal form

Introductions

How to make a good first impression

Signposting

Keeping your audience from getting lost

Techniques

Tips, tools and techniques to improve your style

Conclusions & Questions

Ending with a bang and mastering the Q&A

Elevator pitch

A brief, persuasive speech to
spark interest





10 seconds

Time it takes for the audience to decide if are interested

77%

Number of people that suffer from Glossophobia

8 hours

Average time needed to design a good presentation



Common mistakes

- Poor structure
- Boring delivery
- Uninspiring content
- Too much information
- Improvisation

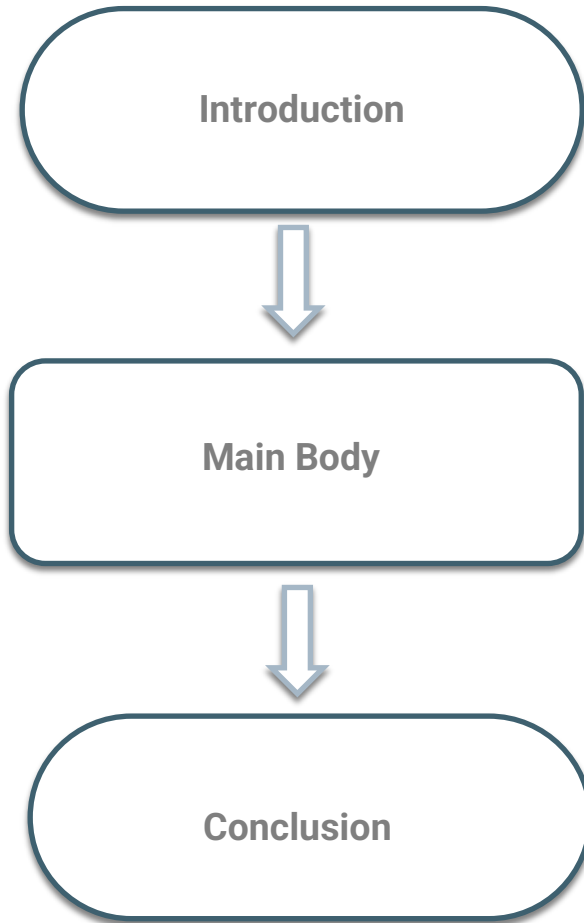
What makes a good presentation?

Most presenters have one thing in common, enthusiasm. For their subject and for presenting it. It is infectious and generally audiences love it. But many things contribute to the success of a presentation.

- New and catchy content
- A clear structure
- Good timing

Presentation

Structure



This is a typical overview of a presentation plan. Follow this plan to keep your presentations structured

What would you include in the different parts of a presentation?

Presentations

Structure

Presentations: introductions



Making a great first impression



Presentations: introductions

First impressions are key.

In our culture we place a lot of pressure on first impressions. There are countless studies proving that when we meet or listen to someone we analyse this person in just a few seconds.

Experts agree that introductions can make or break a presentation.

Which ones would you normally include in an introduction?

Introductions

1. Personalised greeting
2. Thank you
3. Hook
4. Introduction of the subject + objective
5. Outline
6. Rules

Remember, the key point here is to be different.

SEX

How to capture and keep your audience's attention



ADULT
ONLY

What are hooks?

- an interesting fact
- a controversial statement
- a joke
- an anecdote
- the beginning of a story
- a problem for the audience to solve

**A hook can be used at any point
in your presentation**



Outline: Stating your Purpose

Ok let's get started. I'm going to be ...

- **talking to you about** the videophone project.
- **telling you about** the collapse of the housing market in the early 90s.
- **showing you how to** deal with late payers.
- **taking a look at** the recent boom in virtual reality software companies.
- **reporting on** the results of the market study we carried out in Austria.

So I'll begin by ...

- **filling you in on** the background to the project.
- **making a few observations** about the events leading up to that collapse.
- **outlining** company policy on bad debt.
- **giving you an overview of** the history of VR.
- **bringing you up-to-date on** the latest findings of the study.

Outline

Stating your purpose

and then I'll go on to ...

- **highlight** what I see as the main advantages of the new system.
- **Put** the situation **into** some kind of **perspective**.
- **talk you through** our basic debt management procedure.
- **Make detailed recommendations** regarding our own R&D.
- **discuss in more depth** the implications of the data in the files you have.

Outline

Stating your purpose



Signposting

Guiding your audience through
your presentation

Signposting

Focused & Simple

The information you choose to include in a presentation has to be focused and simple.

Clearly Structured

This information has to be very clearly structured with easily understood logical progression.

KISS

Keep It Short & Simple



Signposting vocabulary

1. When you want to make your next point.
2. When you want to change direction.
3. When you want to refer to an earlier point.
4. When you want to repeat the main points.

To **move on**

To **turn to**

To **go back to**

To **recap**

Signposting

Guiding your audience

Signposting Vocabulary

- | | |
|--|------------------------|
| 1. When you want to give a wider perspective | To expand on |
| 2. When you want to do a deeper analysis. | To elaborate on |
| 3. When you want to give the basics. | To summarize |
| 4. When you want to depart from your plan. | To digress |
| 5. When you want to finish your talk | To conclude |

Signposting

Guiding your audience

Presentation Techniques

Dramatic Contrasts

Good presenters frequently make use of dramatic contrast to reinforce the point they are making.

People are very aware of simple opposites – good and bad, past and present, us and them. If you can make your point with two strongly opposing ideas you will immediately get the attention of your audience.

Contrast is one of the most common presentation techniques. And a lot of famous quotations take the form of dramatic contrasts:

“That’s one small step for man. One giant leap for mankind.”

Neil Armstrong

Presentation Techniques

Dramatic Contrasts



1. Ask not what your country can do for you.
Ask what you can for your country. John F. Kennedy
2. It's a recession when your neighbour loses his job.
It's a depression when you lose yours. Harry S. Truman
3. If you owe your bank a hundred pounds, you have a problem.
But if you owe it a million it has a problem. J.M. Keynes

Dramatic Contrasts

Wise men talk because they have something to say;
Fools talk because they have to say something.

Success is having what you want.
Happiness is wanting what you have.

Many a man owes his success to his first wife,
and his second wife to his success.

Plato

Benjamin Franklin

Jim Backus



Presentation Techniques



Tripling

Good presenters frequently chunk important points in threes. Look at the following examples:

Our service is	swift,	efficient	and professional
What's needed now is	time,	effort	and money
This is how the project is to be	planned,	organised	and managed

You can also combine it with a rhetorical question for an extra powerful argument.

How did we reach our goals?

Simple

By **building** new plants

By **taking** on more workers

By **keeping** production costs down.

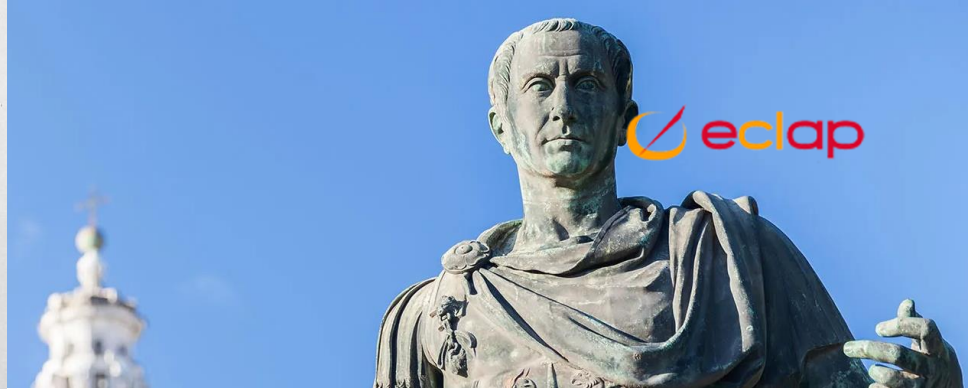


Abraham Lincoln

Government of the people

By the people

For the people



Julius Caesar

I came

I saw

I conquered

Tripling



Winston Churchill

This is not the end.
It is not even the beginning of
the end.
But it is, perhaps, the end of the
beginning

Alexander Woollcott

All the things I really like to do
are either
immoral, illegal or fattening.

Abraham Lincoln

You can fool all the people
some of the time,
and some of the people
all the time,
but you cannot fool all the people
all the time.

Richard Harkness

What is a committee?
A group of the unwilling,
picked from the unfit,
to do the unnecessary.

John Newburn

People can be divided into 3 groups:
those who make things happen,
those who watch things happen and
those who ask 'What happened'?

Oscar Wilde

The old believe everything;
the middle-aged suspect everything;
the young know everything.

Conclusions & Questions



Ending a presentation in style



Closing a presentation

When you are giving a presentation, you definitely want people to remember what you say at the end. This means your closing must be powerful.

A closing in presentation should be short and clear. It should summarize your key points.

And, most importantly, it should be powerful.



Conclusions

Wrapping up

You should use your conclusion to:

1. Summarise your key points.
2. Thank your audience.
3. Provide next steps and contact information.
4. Indicate that the presentation is over.
5. Move on to questions.

Questions & Answers



Translations

PHRASE	SIGNIFICADO
Do you have any questions?	¿Tenéis alguna pregunta?
If you have any questions, please feel free to stop me.	Si tenéis alguna pregunta por favor no dudéis en pararme.
I'll answer your questions at the end of the presentation.	Responderé a vuestras preguntas al final de la presentación.
There'll be a Q&A session at the end of the presentation.	Habrà una sesión de preguntas y respuestas al final de la presentación.
Could you speak a bit slower please?	¿Podrías hablar un poco más despacio por favor?
I'll have to check that.	Tendré que comprobarlo
I'm sorry, I'm not sure that I understand you.	Lo siento, no estoy segura que te entienda.
I'm afraid that I'm not the best person to answer that.	No soy la mejor persona para responder a esta pregunta.

Thanks!

Does anyone have any questions?