Presentation Skills



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CLASS 4 – GREETING AND KNOWING THE AUDIENCE

Introductions.

Complete the introduction structure for your last presentation. Use the structure I have introduced in the video.

Good afternoon, everyone. My name is Coco, and these are my teammates, Laurence and James. We re delighted to be here today to talk about Chun Shui Tang, a famous tea shop from Taiwan. This brand is known as the birthplace of bubble tea, one of Taiwan's most iconic beverages. The objective of this presentation is to introduce Chun Shui Tang's history, its signature drinks, and its impact on global tea culture. Our presentation will take about 15 minutes. Before we begin, please remember to turn off your cellphones. If you have any questions, please hold them until the end of the presentation.

qualify yourself

I Let's start

Take a little time to greet your audience. Use this time to:

- Introduce your topic
- Get to know a few people then you have some friendly faces in your audience
- Let them know if there are handouts or other information
- Understand any questions or ideas they may have about your topic (this can help at question time)

Here is some basic sentences patterns to get you started

Introduction Sentences

- Good afternoon.
 - My name is Jack Wang.
 - I'm the sales manager for SDI's International division.
- Let me introduce myself.
 - Here is my business card.
 - That's my company there.
- I don't think we have been introduced yet.
 - What do you do?
 - Where are you currently working?
- I'm sorry; I don't remember you name...
 Could you tell me you name again?

DIAGNOSING YOUR AUDIENCE

Senior Key points Key points Avoid specialist Ready with detail vocabulary The A-B rule Explain assumptions Check the facts Generalist **Specialist** Avoid detail More detail Explain common terms Stories and examples Why do they need the Explain your experience knowledge? Funny stories Junior WHO IS YOUR AUDIENCE? FILL UP SOME KEY POINTS HERE. Senior What terms to explain? What are key points? What is A and what is B? What ideas to explain? Any assumptions or complex ideas? The annual turnover is In other Share key factors for the successful international market expansion using words, the total income generated quantitative data, e.g market share. from sales each year. **Specialist**

Generalist

Highlighting the challenges of entrepreneurship for professionals through the story.

What detail do they need to know?

Understand what bubble tea looks

like and recognize that it is the most famous drink in Taiwan.

> What experiences do you want to talk about? What good stories to share?

Iunior