## **Presentation Skills**



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Next

# CLASS 4 – GREETING AND KNOWING THE AUDIENCE

#### Introductions.

qualify yourself.

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

Good afternoon, everyone? My name is Flora, and my partners are Judy and Tweety. This afternoon I'm delighted to be here to talk about Din Tai Fung, a renowned Chinese restaurant from Taiwan. The aim of this presentation is to provide an overview of the company and explain how it became a legend in Chinese cuisine. Our presentation will last about 10 minutes. If you have any questions, please hold them until the end of the presentation. Also, please remember to turn off your phone or switch it to silent mode. 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

Generalist	Key points Avoid specialist vocabulary Explain assumptions	Key points Ready with detail The A-B rule Check the facts	Specialist
Generalist			Specialist
	Avoid detail Explain common terms Why do they need the knowledge?	More detail Stories and examples Explain your experience Funny stories	

## Junior

#### WHO IS YOUR AUDIENCE? FILL UP SOME KEY POINTS HERE.

Senior		
What terms to explain? What ideas to explain? Any assumptions or complex ideas?	What are key points? What is A and what is B?	
Share the history and brand story of Din Tai Fung. OL	How does Din Tai Fung ensure the quality of its Xiao Long Bao through standardized processes?	
Generalist	Specialist	
Must-try dishes at Din Tai Fung for first-time visitors	What are the localized features of Din Tai Fung in different countries?	
What detail do they need to know?	What experiences do you want to talk about? UVC What good stories to share?	

#### Junior