Presentation Skills



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CLASS 4 – GREETING AND KNOWING THE AUDIENCE

Introductions.

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Complete the introduction structure for your last presentation. Use the structure I have introduced in the video. Hello everyone, My name is James I am going to talk about Chun Shui Tang and how it revolutionized the tea industry. I am discussing this topic because of my interest in Taiwanese tea culture and my research on Chun Shui Tang's impact on the global beverage industry. The objective of this presentation is to demonstrate how Chun Shui Tang pioneered bubble tea and changed the way people enjoy tea worldwide. This presentation will take about 15 minutes. You don't need to take notes; files will be provided at the end. Kindly switch off or silence your mobile phones. This presentation is structured into six sections. If you have questions. At the end, you will have the opportunity to ask questions.

Agenda on screen. i begin with 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 Avoid specialist vocabulary Explain assumptions	Key points Ready with detail The A-B rule Check the facts	
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? Why Chun Shui Tang was able to create a new industry. The development trends of the Bubble Milk Teamarket. Generalist	What are key points? What is A and what is B How Chun Shui Tang's product innovations influenced the market.and the brand maintains competitive advantage through marketing. Specialist
Why is considered the inventor of "Bubble Milk Tea." and how it influenced Taiwanese bubble tea culture. What detail do they need to know?	How Chun Shui Tang's founder came up with the idea to invent bubble tea. What experiences do you want to talk about? What good stories to share?

Junior