

Presentation Skills



Professor Stanworth

<https://stanworth.site/>

Name: Coco

ID number: M1363101

CLASS 5 – COMPARING PRESENTERS

Watch some or all of the videos of Steve Jobs and Bill Gates presentation.

AS YOU ARE WATCHING THINK ABOUT:



Steve Jobs



Bill Gates

1. How do they start their presentations?

In this product launch event, Steve Jobs started by highlighting three key features: a widescreen iPod with touch controls, a revolutionary mobile phone, and a breakthrough internet communication device.

He then looked back at Apple's history of innovation, building trust and excitement among the audience.

2. What words do you hear them use to communicate their message?

During the presentation, Steve Jobs frequently used words like "Incredible", "Amazing", and "Unbelievable" to effectively build excitement and highlight the power of the product.

He also often shared his personal thoughts to express his passion for the product. For example, when he said, "This is a day I've been looking forward to for two and a half years."

revolutionary

At the beginning of the speech, Bill Gates talked about the "live phenomena" as a big trend that's shaking up the whole industry – not just Microsoft, but also its partners and competitors.

By looking at the bigger picture, he made the topic feel more important and grabbed the audience's attention.

In this speech, Bill Gates used several key words and phrases to emphasize innovation, uniqueness, and the value of the new services. For example:

1. At the beginning, he used "Never talked about before" to highlight an exclusive reveal, creating a sense of mystery.

2. The phrase "Non-Microsoft devices" emphasized openness and cross-platform support.

Statements like this, filled with personal feelings, successfully resonated with the audience.

3. By saying "We'll be showing you...", he created a sense of interaction with the audience, enhancing engagement.

3. What visual aids to they use?

Presentation mouse, slide projector, LCD projector and product demos.

Presentation mouse, slide projector and LCD projector.

4. What is on those visual aids?

Steve Jobs used simple slides with keywords, product names, and images to keep focus on his speech. He controlled slides with a presentation mouse and often switched to live demos to showcase the iPhone's features.

Using an LCD projector to show the slides really helps highlight the key points of the speech, making it easier for the audience to follow along.

5. How do they help the audience follow their presentation structure?

He opens by stating, "Today we are introducing three revolutionary products..." and outlines them clearly – iPod, phone, and internet communicator and also he repeats the three product types several times to reinforce the key message.

1. When Bill Gates said, "This slide really pulls it all together...", he was reminding the audience that they could use the visual aid to help them keep up with the presentation.

For example, "An iPod, a phone, and an internet communicator... Are you getting it?"

2. At the end of each section, Bill Gates would go over the key points again, like pointing out how flexible Windows Live and Office Live are, or explaining how these services can easily expand, and so on.

6. What do they do to keep you interested?

After watching this 52-minute presentation, I think Steve Jobs wasn't just a great business leader – he was an amazing storyteller too.

I think a good presentation should grab the audience's attention right from the start. I'm not really familiar with the tech industry, but as a business school student, I'm always eager to learn something new.

When showing off the iPhone's calling feature, he joked around by pretending to call Starbucks and said, "I'd like to order 4,000 lattes to go." That funny moment not only made the crowd laugh but also made the

In this presentation, I noticed that Bill Gates used a smart trick to build curiosity by making it sound exclusive. He said: "We've never talked about Windows Live before.

iPhone's calling feature more memorable.

Steve Jobs had a great way of mixing stories, humor, and product demos, which showed his awesome communication skills and made it easy for people to remember the product's key points.

Now I get why Apple fans get so excited about the big launch event every year. Sure, the products are great, but Steve Jobs' charm was also a huge part of Apple's success.

We've never talked about Office Live before."

That line really caught my attention and made me feel like this was something important something I didn't want to miss which kept me interested and listening.

charm?
He was a bully!