

Presentation Skills



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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?

He starts by building excitement, saying something like, "This is a day I've been looking forward to for two and a half years," and talks about past innovations to set up the new product.

He begins by talking about big trends in the industry and introduces new products like Windows Live and Office Live to grab attention.

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

It's often uses words like amazing, revolutionary, and incredible to get people excited and show how important the product is.

He uses more technical words like "extensible" and "integrated" to talk about technology and how it's advancing.

harder to follow

3. What visual aids to they use?

He uses simple slides with big pictures and little text, and he also shows live demos.

He uses PowerPoint slides with text, charts, and product screenshots.

4. What is on those visual aids?

His slides have product pictures, short slogans, and key numbers to help the audience focus on the product.

His slides include charts, comparisons, and text to explain the new features of his products

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

He keeps it simple by breaking it into three main points and repeats key words to make sure the audience understands. ✓

He organizes his talk into clear sections, and after each part, he reviews the main points to help everyone keep up.

6. What do they do to keep you interested?

✓ He keeps people engaged by using humor, telling stories, and doing live demos. For example, he pretended to call Starbucks, which made the audience laugh. ✓

He keeps things interesting by talking about big ideas and how they will impact the future, especially for people interested in technology.