

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?

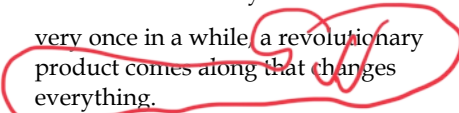
Jobs started by introducing Apple in a lighthearted and humorous way.



communicate that the new product is important to users and the technology industry

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

very once in a while, a revolutionary product comes along that changes everything.



Innovation, internet services, platform

3. What visual aids to they use?

(a)Powerpoint

powerpoint

(b)Real-time screen projection

(c) iphone Product actual display

4. What is on those visual aids?

Picture,animation, Big screen real-time projection, iPhone live operation demonstration



Picture and text highlights

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

- (a) Clear opening and outline: the opening creates anticipation, a clear structure
- (b) Interesting and easy-to-understand presentation
- (c) Live product demonstration: Jobs will operate the iPhone live, allowing the audience to see the actual functions of the product

Clear structure and rhythm, combined with visual aids

6. What do they do to keep you interested?

The opening created suspense and anticipation, sparking my curiosity for the rest of the presentation. Throughout the talk, the speaker used humorous phrases to lighten the atmosphere, and the slides and images were simple and clear, helping me better understand the content. The speaker's skillful control of the pacing also kept the entire presentation lively and exciting.

Bill Gates uses a concise and powerful way of conveying information to help the audience clearly understand the functions of Windows Live

*more technical
harder to follow*

*✓
yes*