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?

Speaks at a very slow pace with a concise and powerful tone, delivering an opening statement such as: "There is a day I've been looking forward to for two and a half years." Also introduces the purpose of today's presentation, such as: "Today we'll be introducing three revolutionary products of this class."

Opens with a very fast-paced speech without clearly introducing the topic of the presentation.

[handwritten: Build anticipation]

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

Uses concise and emotionally compelling phrases such as "revolutionary," "looking forward to," "fortunate," and "breakthrough."

Supports viewpoints with facts and trends, using words such as "important" and "centerpiece applications."

3. What visual aids to they use?

Uses a simple dark-colored background paired with large slogans and large image displays.

Uses a more eye-catching background with a mix of excessive text and interspersed images.

[handwritten: More technical Complex Hard to follow]

4. What is on those visual aids?

2

phrases/th worth

Simple large slogans, product images, and concise keywords.

A large amount of detailed information and text, along with Windows software product icons.

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

Clearly state the purpose and structure of the presentaion at the beginning. Use a vivid presentation to echo and visualize Steve Jobs' message. Incorporate some humor to capture the audience's attention.

Does not introduce the content of the speech at the beginning and focuses heavily on technical descriptions.

6. What do they do to keep you interested?

Steves's description of the product was exciting. The speech was interspersed with some humor to make it more humane. A vivid and easy-to-understand presentation that allows me to focus on his presentation.

Professionals in information or technology may be interested in his content.

Notice - timing of demo

Clever Humour has wide appeal