# 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? *and open water!*

Steve Jobs started his presentation by building excitement before introducing the iPhone. He began by saying "This is a day I've been looking forward to for two and a half years."

Bill Gates starts by discussing the significance of the "live phenomena" and introduces Windows Live and Office Live as major innovations.

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

Steve Jobs used "amazing" "incredible" and phrases like "This change everything" and "simple to use"to effectively build excitement and highlight the product.

Bill Gates focuses on technical aspects like "integrated" and "ecosystem." *So more complicated.*

3. What visual aids to they use?

Steve Jobs used large-screen projections, slide, presentation mouse and LCD projector.

Bill Gates also used slide, presentation mouse and LCD projector. He also used chart to explain the difference.

4. What is on those visual aids? *few words.*

There are products images, live demos and feature comparisons with existing smartphones on Steve Jobs slide.

Bill Gates' slides include diagrams, comparisons, and text description of Microsoft's new services.

*+ve phrases.- revolutionary too - reflecting big change*

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

Steve Jobs follow the structure of three key parts: an iPod, a smartphone and an internet communicator.

Bill Gates organizes his speech with clear sections llike Windows Live, Office Live and ecosystem.

6.   What do they do to keep you interested?

Steve Jobs uses humor, suspense, and live demos, even making a fake call to Starbucks as a joke.

*and calls colleague!*

Bill Gates keeps my interest by emphasizing the significance of Microsoft's innovations and how they impact the industry.