

Presentation Skills



Professor Stanworth

<https://stanworth.site/>

Name: [Ioanna](#)

ID number: [S1363021](#)

CLASS 4 – GREETING AND KNOWING THE AUDIENCE

Introductions.

Complete the introduction structure for your last presentation. Use the structure I have introduced in the video. and my team members are . . .

Good morning everyone. My name is Joanna. Today we are going to talk about GIANT. Giant is one of the few Taiwan companies that can successfully market its own brand around the world. We will introduce it's history, marketing strategy and unique management of brand reengineering. Our presentation will last about 10 minutes. Besides, You can ask any questions at the end of the presentation. Before starting the presentation, please remember to turn off your cellphone or switch to flight mode.

Check

- objective
- qualifying yourself
- section 6
- section 7

Take a little time to greet your audience. Use this time to:

- Introduce your topic
- Get to know a few people – then you have some friendly faces in your audience
- Let them know if there are handouts or other information
- Understand any questions or ideas they may have about your topic (this can help at question time)

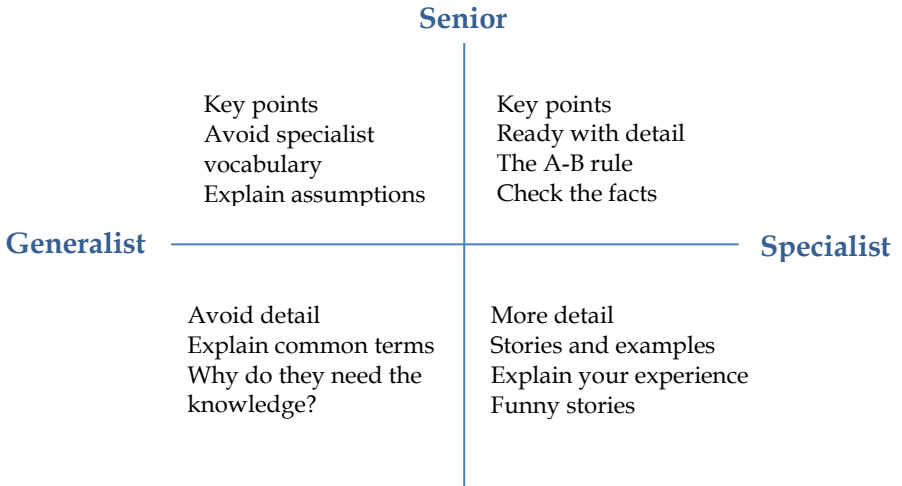
Here is some basic sentences patterns to get you started

Introduction Sentences

- Good afternoon.
My name is Jack Wang.
I'm the sales manager for SDI's International division.
 - Let me introduce myself.
Here is my business card.
That's my company there.
 - I don't think we have been introduced yet.
What do you do?
Where are you currently working?
 - I'm sorry; I don't remember your name...
Could you tell me your name again?
-

DIAGNOSING YOUR

AUDIENCE



**WHO IS YOUR AUDIENCE?
POINTS HERE.**

FILL UP SOME KEY

Senior

What terms to explain?
What ideas to explain?
Any assumptions or complex ideas?

What are key points?
What is A and what is B?

The advantage of the company
and the key to success

Its marketing strategy and unique
management of brand
reengineering

Generalist

Specialist

Giant provides complete after-
sales service

How they managed to defuse the
crisis and become the world's
largest bicycle company

What detail do they need to know?

What experiences do you want to
talk about?
What good stories to share?

Junior

Generalist - what do you offer?
Specialist & senior - financial aspects