Presentation Skills

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Professor Stanworth

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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 ray name is Louid. Today I am going to talk about two companies. I am talking to you about this as a project leader of our team. The objective of this presentation is to compare the success of the two co ✓ last for 10 minutes. There is no handout today, but you can freely take you notes. You can ask me questions after I finish my presentation. One last thing to remind is that to make sure your phones are off. This presentation is structured into 3 sections, and now let's start with section 1.

Good start

. . you can take notes or pictures Check section 6 wording

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 you name...
- Could you tell me you name again?

Professor Stanworth Exercise

DIAGNOSING YOUR AUDIENCE

Senior

Key points Avoid specialist vocabulary Explain assumptions Key points Ready with detail The A-B rule Check the facts

Generalist

More detail

Explain common terms Why do they need the knowledge?

Avoid detail

Specialist

Stories and examples Explain your experience Funny stories

Junior

WHO IS YOUR AUDIENCE? FILL UP SOME KEY POINTS HERE.

Senior

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

What SWOT and KPI mean. How they sale their products. What are key points? What is A and what is B?

How the two companies publicize theirselves.

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Generalist -

The ways how the two companies succeed.

The companies' founders' stories.

What detail do they need to know?

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

Generalist - what are their products Specialist - health aspects of McD

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Specialist