Presentation Skills

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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.

Lello, my name is Molly. It's glad to stand here and have a good presentation for you. Today, I will talk about the clothing store: NET. The topic is "Affordable Fashion for Everyone". The presentation will last about ten minutes. There is no handouts today, but you can take your own notes. At the end of presentation, I will keep some time for you to ask question. This presentation is structured into seven sections, so let's get started.

Start with a positive signal

The objective of today's presentation is . . .

Check - qualify yourself

Check - section 6 in the handout

Check - what is end of the introduction?

(note - you have already started!)

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?

Presentation Skills Professor Stanworth Exercise DIAGNOSING YOUR AUDIENCE Senior Key points Key points Ready with detail Avoid specialist The A-B rule vocabulary Explain assumptions Check the facts Generalist Specialist Avoid detail More detail Explain common terms Stories and examples Why do they need the Explain your experience knowledge? Funny stories Junior WHO IS YOUR AUDIENCE? FILL UP SOME KEY POINTS HERE. Senior What terms to explain? What are key points? What ideas to explain? What is A and what is B? Any assumptions or complex ideas? Market positioning terms and The advantages of NET. I will explain market positioning 已設定格式:字型:(中文)新細明體,(中文)繁體中文(台 of NET and features of clothes. Specialist Generalist -The stories about NET founder. The entrepreneurship process and 已設定格式:字型:(中文)新細明體,(中文)繁體中文(台 the business strategy of NET, What experiences do you want to

Junior

talk about?

What good stories to share?

What detail do they need to know?

Do not forget generalists want to know basics like clothes and service on offer