

# 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?

*Good*  
He said that he has been looking forward to today's conference for two and a half years, and then introduced the revolutionary products invented by Apple before, and finally mentioned the iPhone, the main character of the conference.

Talk about the topic of his speech later.

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

*Point*  
By asking audience some questions and interacting with them.

Let me give you some ideas.

3. What visual aids to they use?

LCD projector, phone and slide.

Slides and gestures.

4. What is on those visual aids?

About the new product content and how the new product operates.

Lots of photos and words explaining what he wanted to say.

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

*more technical complex*

Speak slowly and make good use of presentations.

✓ *animate*

The photos and words on the report can help the audience grasp the key points of the speech more quickly.

6. What do they do to keep you interested?

Steve Jobs shows audiences how to use new products and humorous speaking style.

✓

Big images can attract my attention.