

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?

He begins with a compelling story. (Start with a brief statement and in depth.) *of Apple's products*

Greeting and stating the topic.

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

Using simple, clear, emotional and inspiring words to evoke excitement form the audience. *revolutionary magic*

Using technical and practical words.

3. What visual aids to they use?

Slides.

Slides.

4. What is on those visual aids?

Simple large images, videos and little text. *animates*

Images and many key points.

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

He divides report content into sections and repeat important concepts. *repeat*

Using bullet points.

6. What do they do to keep you interested?

Pause between sentences, give demonstrations and add a little humor to his narrative to grab attention.

Gestures and intonation changes .

Demo later
on to keep
interest