

organizing and structuring your presentation

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How do you
create your
presentation?

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FIRST: some general considerations

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Formulae for oral presentations depend on

- Purpose
- Culture
- Context
- Individual differences

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Some simple rules

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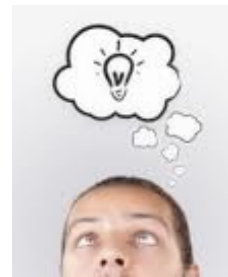
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- **Preparation**
 - Knowing your **audience**
 - Choosing the **topic/angle**
 - **Structuring** your presentation
- **Delivery**

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Preparation...



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The very first thing...

the **MESSAGE**

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- What is the **MESSAGE** that I want my audience to go home with?

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This is known as

**The TAKE-HOME
MESSAGE**

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Realistically

Most people will go home with an understanding of **one** major piece of information or **a gist** of what you are talking about

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The TAKE-HOME MESSAGE

- Must be **absolutely** clear and **simple** to understand

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- Present **only so much information** that is necessary for **THAT** message to be remembered

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- Define your **key message statement**
 - Summarizes your aim
 - Helps you decide what to include and leave out
 - One sentence long
 - Specific yet simple but memorable

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your audience determines all the choices you make



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Your presentation needs to be
prepared with your audience in mind

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Your presentation needs to be
prepared with your audience in mind

This has effects on:

- content
- angle
- language (vocabulary, grammar...)
- tone
- ...

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Questions to ask yourself about the audience

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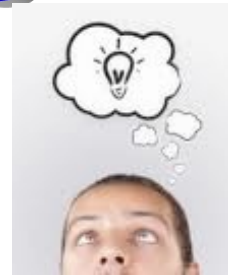
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- **Who** is the audience?
- **How many people** will there be in the audience?
- **What do they know** of the subject?
- **What aspects** will they be interested in?
- **What questions** will they ask me? What are **the answers**?

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the topic/ the angle...



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It is important to choose a topic/angle that you :

- Are an expert of
- Are passionate about
- Are interested in

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- Talking about something that you like makes you **interesting**



- Preparing a topic that interests you is **easier**

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Criteria for choosing a topic/angle

- ✓ Is the topic **appropriate** to the occasion?
- ✓ Can the topic be of **interest** to my audience?

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The personal prospective

When choosing your topic think....

- What is valuable to you?
- Which aspects would you like to know if you were the audience?



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And more...

- ✓ Can I present this topic from a new **prospective**?
- ✓ Can I talk about this topic **clearly and enthusiastically**?

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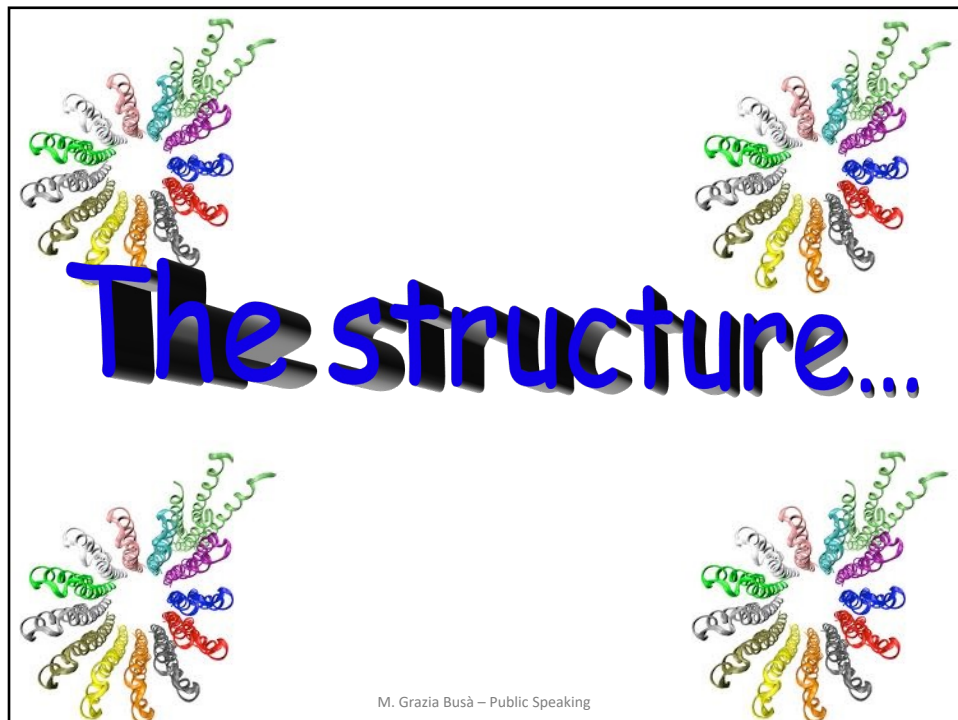
The rule

- ✧ **Capture**
- ✧ **Maintain**

your audience attention

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3 parts

- Beginning (Introduction)
- Middle (Body)
- End (Conclusion)

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Start from the
intro

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Think...

✧ **How much time** do you have to capture and captivate people's attention before they tune out completely?

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- Less than a minute?
- A minute?

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The first 1 minute...

- Audiences decide **very quickly**
 - whether the presentation is interesting or not
 - whether they will listen to it or not

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 **Intros must be captivating!!!!**

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Two types of intros

- 'traditional'
- 'exciting/surprising'

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Traditional intros

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The first 1 minute...

- Presentation **beginnings must** communicate clearly and precisely:

- • **The central idea** of your speech
- The **main message** that you want your audience to take home.

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Example

Introduction

Today we'll talk about communication, and particularly about non-verbal language. After this lesson, you'll never be able to look at speakers in quite the same way.

Anticipates the main theme and suggests why it is important

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'exciting/surprising' intros

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The first 1 minute...

- Aim is to strike the audience
- After the initial 'shock' starts the presentation proper

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- Different countries
different expectations...

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- In US, UK and English-speaking countries speakers often start with:
 - a joke, an anecdote, a statement or sth unexpected made to surprise or provoke

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- **Other strategies**

- Asking a question
- Ask to raise hands in response to a question
- Present a surprising fact
- Show an illustration from real life
-

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Some examples

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A cute example

<https://www.youtube.com/watch?v=T1RUXJFejM4>

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Another cute example

<https://www.youtube.com/watch?v=REkXQtWHASU>

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Examples from real talks

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Andy Samberg's speech at Harvard, 2012

<https://www.youtube.com/watch?v=3ImSbixBsOk>

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**Andrew Stanton:
The clues to a great story**

<https://www.youtube.com/watch?v=KxDwieKpawg>

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**2015 World Champion of Public Speaking
- Mohammed Qahtani**

<https://www.youtube.com/watch?v=qasE4ecA57Y>

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Amazon amazing story



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Another example...

TED^x Toronto
x = independently organized TED event

Mark Bowden, TED Talk

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A speech that starts with a joke



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A more serious intro



Steve Jobs, there's something in the air

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What do these intros have
in common?

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- ✧ Strong unexpected beginnings
- ✧ Trigger people's reactions
(through laughter, questions...)
- ✧ Spend very first part of the talk
engaging with the audience

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So... very important

- ✧ Speak with your audience in mind
- ✧ Aim at **catching**, **captivating** and **maintaining** their **attention**

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It's like a good novel
or a good movie

you need to start by
creating tension

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Do like novels do...

From Toni Morrison, the master of short first sentences:

He believed he was safe.

From *Tar Baby*

They shoot the white girl first.

From *Paradise*

It's not my fault.

From *God Help the Child*

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Does it feel too
American to start like
that?

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Powerful ways to start a speech or a presentation

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Speech 'hooks' that you can use to start any speech or presentation*

- Question
- Story
- Quotation
- Visual
- Statistic
- Startling statement
- Personal anecdote or experience
- Humor
- Expert opinion
- Sound effect
- Physical object or demonstration
- Testimony or success story

* credits:
[https://www.genardmethod.com/blog/bid/142073/
how-to-start-a-speech-12-foolproof-ways-to-grab-your-audience](https://www.genardmethod.com/blog/bid/142073/how-to-start-a-speech-12-foolproof-ways-to-grab-your-audience)


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**Are insects
the future of food?**

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**The world population growth is close to 8
billion people**

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The secret to a Good Introduction

Anticipates the
main theme and
suggests why it is
important

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Example

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The hook:

A joke on a person not remembering who they are

Introduction

The speech introduces the theme of personality:

Today we'll talk about personality, and we will explain what it is, and how understanding how personality works can help us improve our personal and public health

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Some other things

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Don't forget to greet the audience

- *Hello ladies and gentlemen*
- *Good morning*
- *Good afternoon esteemed guests*
- *Good evening*
- *Fellow colleagues*
- *Mr. Chairman/Chairwoman*
- ...

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And to introduce yourself (name, position, company)*

- Audience can:
 - Know who you are
 - Establish your authority in the field
 - Better understand your point of view (student, teacher, director, etc.)

*Unless you have been introduced or you are very well known

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Finally introduce the subject clearly and synthetically

- What exactly are you going to speak about?
 - Give a rough idea or a working definition of the subject
 - *Today I'm going to talk about...*
 - *The theme of my talk is...*
 - *Have you ever heard of/seen X*
 - *You may have wondered...?*

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And present your objective

- What do you want your audience to take home from your speech?
 - *My goal is to show you that...*
 - *My purpose is to convince you that...*
 - *I hope that I can change your mind on...*

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Provide an outline (optional)

- *In the first part I give a few basic definitions.*
- *In the next section I will explain*
- *In part three, I am going to show...*
- *In the last part I would like/want to give a practical*

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