

organizing and structuring your presentation

How do you
create your
presentation?

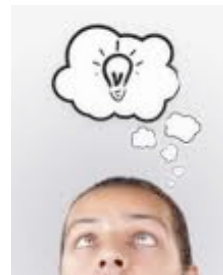
Some simple rules

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

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Preparation...



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The very first thing...

What **aim** do I want to achieve with this presentation?

- Inform?
- Persuade/Influence others' opinions?
- Distract, entertain?
- ...

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And precisely...
what is the more

specific aim?

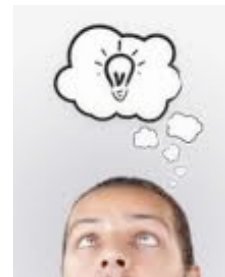
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- What **effect(s)** do you want your presentation to have on your audience?
- How do you **want to change** your **audience's point of view**?

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

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The topic...



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It is important to choose a topic (angle) that interests you...

- To talk about something that you like makes you **interesting**



- To prepare on a topic that interests you is **easier**



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The personal prospective

When choosing your topic think....

- What is valuable to you?
- Which aspects would you like to know?



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Criteria for choosing a topic

- ✓ Is the topic **appropriate** to the occasion?
- ✓ Can the topic be of **interest** to my 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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Select your information

(YOU JUST CANNOT SAY EVERYTHING)

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What you need to avoid

Example:

✓ The issue is as follows:

- ✓ Case 1a...
- ✓ Case 1b
- ✓ Case 2a
- ✓ Case 2c
- ✓
- ✓ Case 7a
- ✓



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Your audience...

The graphic is titled "Your audience..." in large, blue, 3D-style letters. It features several illustrations: a speaker at a computer with a thought bubble of people above; a row of colorful human silhouettes; a group of diverse faces with different hairstyles and colors; a group of people sitting at a computer workstation; a group of people sitting on a bench; and a group of people sitting at a table. A small URL "www.mimemo.com" is visible in the bottom right corner.

- Your presentation needs to be prepared with your audience in mind

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The structure...

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The first 2 minutes...

- Audiences decide **very quickly**



- whether the presentation is interesting or not
- whether they will listen to it or not



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

The first 2 minutes...

- 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

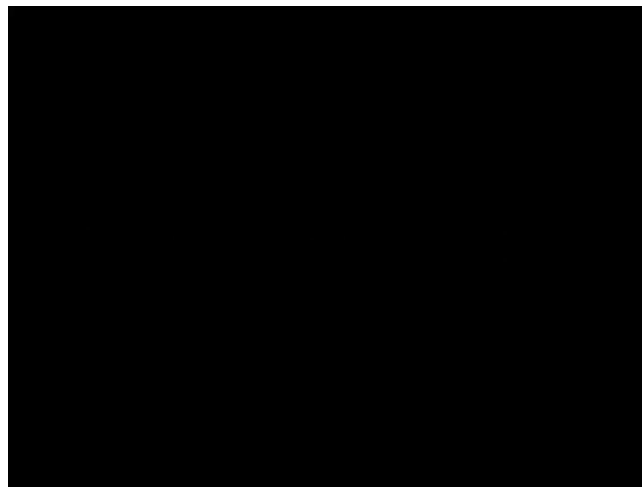
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An intro that generates interest
and expectations...



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Another example...



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Yet another example...

One of 1,000+
TEDTalks

New ideas every weekday
TED.com

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Yet another example...



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And another example...

<https://www.youtube.com/watch?v=?v=cef35Fk7YD8>

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Compare with some political speeches



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A better example



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After the intro

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The progression of your speech

Your speech must have a clear structure:

Introduction

Point 1

Point 2

Point ...

Conclusions



Each point must be supported with:
examples / statistics / testimonials

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Openings and closings

Use **openings** like:

“Today I’ll talk about...”

“I am happy to be talking to you about...”;

“I am delighted to share with you...”

Use **closings** like:

“Thanks for listening”,

“I hope you enjoyed my presentation”,

“I hope this was useful”

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The most important rule ...

- Make sure that the audience **takes home ONE CLEAR MESSAGE** (one main, well-argued concept)
- Don't fill your presentation with too much information:
 - difficult to process
 - causes confusion
 - makes your audience lose interest

**DO NOT
OVERLOAD YOUR
PRESENTATION!!**

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The message of your presentation

- Must be expressed clearly **at the beginning**
- Must remain the **central point** around which the presentation evolves
- Must be remembered **at the end**

Ex.: Today I'll talk about **X** ...

... This is all I had to say about **X**



Clarity

- make sure your speech is **comprehensible**
 - ✓ Go for short, comprehensible fragments
 - ✓ Give lots of

examples!!!!

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Speech Organization

- Major points of the presentation need to be **anticipated** so that the speech will be easier to follow
- **I'll now introduce 3 different solutions...
The first solution... The second solution...**

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The power of images

- It is difficult to remember abstract concepts
- If we speak by images it is easier for people to remember what we say

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A good communicator uses a visual language



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The power of anecdotes

- Inserting an anecdote makes your speech more interesting, personal and involving → creates empathy
- The audience will feel closer to the speaker and will be more likely to remember their presentation

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An Example

<https://www.youtube.com/watch?v=BGTIq4yO-og>

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Sentence structure

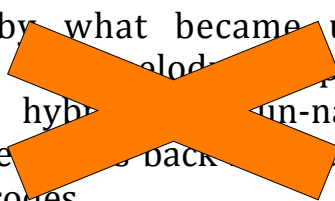
Use **plain, simple sentences**

- English (especially spoken English) **loves short, uncomplicated sentences**
Ex. He came. He was hungry. He ate.

Choosing your sentences

Simple and comprehensible sentences

Punctuated by what became ubiquitous
sound bites, melodramas, and
transgressive hybrid genres, the
representative of a back-to-back
heterovisual codes



One thing that the best public speakers have in common is that they keep their speeches and presentations simple. Rather than trying to impress their audience, great speakers put their efforts into delivering a clear, compelling message.

<https://www.businessknowhow.com/growth/keepsimple.htm>

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**The evocative power
of words**

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- Mentioning means evoking to the listener's mind.....
- Mentioning something means creating the thought in the listener's mind...

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I don't want to offend you

Don't look down or else you'll fall

Come on! Try not to lose!

I don't want to insult you with this presentation

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ALSO....

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Do not express concepts
in negative terms

When we negate something,
we evoke what we want to
negate

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If you say...

- This speech will sound **non interesting** but...
- You'll think I'm a **bore** ...
- I know **you don't want to listen to me...**

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If you say...

- **This**
- **You create a negative association with you and what you are saying**
-

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Compare.....

- I'm about to tell you a very important story
- This speech will give you a new perspective about...
- I am going to present some interesting facts about...

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Compare.....

- **The effect is to give value to what you are saying and create expectation**
-
-

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An example (from Italian)



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An example (from Italian)

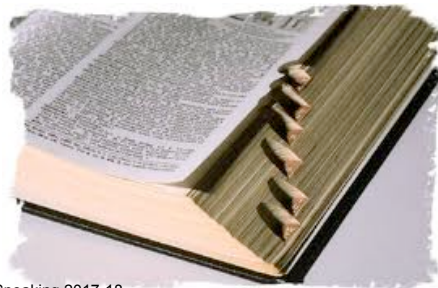
I've been invited here even though I'm one of those clients of the banks that don't understand anything about finance...

... So I **don't have much** to say, actually I have **nothing** to say about your work...

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The choice of words

- Your speech must be simple and clear for everybody
- Use:
 - simple words
 - concrete words
 - vivid immagini
 - repetitions
 - metaphores
 -



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Also...

Don't use words that create distance:

sophisticated words,
foreign expressions
obscure quotations

Use words that everyone can
understand

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Simple words please!

- People think that in presentations they should use *pompous* or *technical words*
 - Difficult words may not be understood by everybody
- where possible, it is best to use **simple, common words**

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Remember

Romance speakers of English may sound very formal because of their tendency to use words of Latin origins...

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Examples

rapid
necessity
accommodate
demonstrate
omit
elapse
nocturnal
replica

...

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Examples

rapid	fast
necessity	need
accommodate	put up
demonstrate	show
omit	leave out
elapse	go by
nocturnal	nightly
replica	copy

...

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Humor/jokes

Do you want to throw in humor/
jokes in your presentation?

In some countries (U.S., U.K., and
English-speaking countries in
general) **it must be included** in the
presentation

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About humor in presentations

- Humor is a very good way to energize your audience.
- Always relate your humor directly to your presentation topic.
- Alternate humor with serious material.

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Conclusions

Functions:

1. Remind the audience of what the message of the presentation was
2. Remind the audience of the main points raised in the presentation
3. Provide a comment that remains memorable

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The delivery...



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Voice

Your presentation must be heard clear and loud by everyone

- Check your voice volume
- Vary your intonation, don't speak in a monotone
- Don't mumble, articulate clearly
- • Pause!
- Avoid hesitations: hmm



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The transitions in your speech

Use your voice to underline your transitions:

FIRST
SECOND
....
LAST
TO CONCLUDE....

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Important points in your speech

Use your voice to underline the important points in your speech:

The **FONDAMENTAL** aspect....
The **SOLUTION** to the problem....
The **NEW** aspect....

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Your body language

Smile!

Make eye contact!

Stand powerfully!



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Gaze

- Looking at your listeners in the eyes
 - Establishes an interaction
 - You're communicating, not speaking



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Hand gestures

- Too much gestures are confusing
- Too few gestures communicate detachment, lack of participation
- Use gestures to 'underline' important concepts



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Your body

An open body, with open arms
inspires trust and aids the message
comprehension



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The transitions in your speech

Use your gestures to accompany transition points

Use your gestures to accompany transition points



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Last piece of advice

- As in everything, communication skills can be learned with **practice**
- **Rehearsing in front of the mirror** can be very beneficial



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[https://www.businessknowhow.com/growth/
keepsimple.htm](https://www.businessknowhow.com/growth/keepsimple.htm)