

CONTENTS

Introduction
Acknowledgments

Part 1 Starting your presentation	1
1 You need a framework	2
2 Example Introduction 1	4
3 Example Introduction 2	10
4 Example Introduction 3 (Part 1)	16
5 Example Introduction 3 (Part 2)	22
6 Example Introduction 4	26
Quick Guide 1: Starting your presentation - Key Sentences	30
Quick Guide 2: Starting your presentation - Key Vocabulary	32
Presentation Techniques: Discussion	36
Part 2 How to handle the main body of your presentation	49
1 Starting a new section	50
2 Focusing on important points in a section	52
3 Finishing sections with a short summary	54
4 Signaling the end of a section	56
5 Movement within a presentation	57
6 Using questions in the main body	60
7 Contrasting known information and new information	62
8 How to introduce graphics in a dynamic way	63
Part 3 How to handle conclusions	69
1 Advice for effective conclusions	70
2 Example conclusion 1	78
3 Example conclusion 2	80
4 Example conclusion 3	82
Quick Guide 3: How to handle conclusions - Key Sentences	84
Part 4 The question and answer session	87
1 How to handle questions	88
2 Defining question types	96

Presentation Topics

1 What makes a good presentation?	29
2 If you could get people to do one thing differently in their presentations, what would it be?	44
3 No two specialists are alike	48
4 What is obvious to you, may not be obvious to your audience	68
5 How sticky is your presentation?	77
6 Poster previews	86
7 Buzz sessions	104
8 Networking receptions	105
9 Clarity: How to simplify and rephrase complex information	106
10 Less is more	108

Presentation Topics

In this book, there are ten presentation topics that introduce suggestions for improving your presentation skills. Before reading the text, listen to the topic on the CD several times. If you want extra listening practice, transcribe the topic from the CD and then check your version against the text. I hope you will find these topics interesting and that they will help you to give better presentations in the future.

Presentation Techniques

In this book, there is a discussion about presentation techniques. I have included it here, because I think the ideas and techniques discussed will be useful for you. It also provides listening practice. The best way to approach this discussion is to listen to the CD several times and complete the listening exercises 1~10. Then, after you have checked your answers, listen to the CD again and read the script. If there are any techniques or ideas that interest you, think about using them in your next presentation.