

The start

'Giving a presentation is like taking your audience from start to finish on a journey. **At the start**, your audience requires some basic information before they can accompany you on this journey. Once they have the information, they're on your side, attentive and ready to listen to every step of the journey along to the final message.' (E. Williams 2008:10)

- **Who** are you? (introduce yourself)
- **Why** should the audience listen to you? (introduce the topic, state the purpose)
- **What** are you going to talk about? (outline the structure of the presentation)
- **How** will you address the audience's needs? (length of time, notes, answering questions)

Below are some questions your audience may be thinking about your presentation. Match each question to a question word above:

WHY?

WHAT?

1) What's the reason he's (she's) doing the presentation?

2) What direction is he going to take with this presentation?

3) Should I take notes?

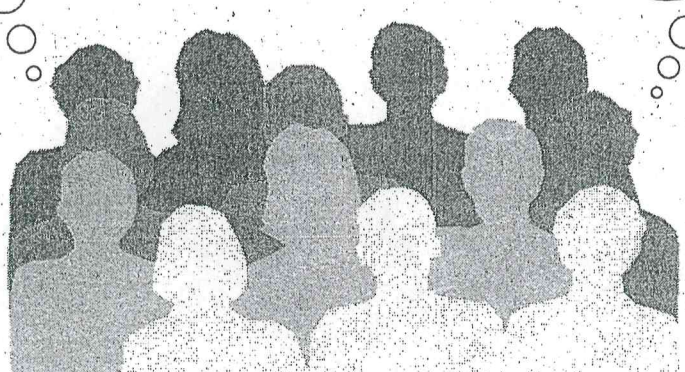
4) What's his position?

5) I'm thirsty!

6) What's he going to be talking about exactly?

7) What's his experience in this field?

8) Will I have enough time for lunch?



Dealing with nervousness

Below are some top tips and suggestions to do before and during your presentation. Use this as a checklist for your future presentations:

- Know the room** – Be familiar with the space that you will be speaking in. Arrive early and walk around the room to get a sense of the size. Stand at the front of the room where you will be speaking.
- Know your audience** – Try to greet and chat with your audience before the presentation. It is easier to talk to a group of friends and people you know rather than to a group of strangers.
- Know your material** – Be prepared and know what you are going to talk about. Practice your presentation until you are comfortable with what you will say.
- Breathe** – Breathe slowly and deeply to ease any tension before the presentation. Breathe and pause during your presentation so you do not rush through.
- Visualize yourself speaking** – Picture yourself standing confidently. Picture yourself speaking with a clear and loud voice. Picture yourself giving a successful presentation and you will give a successful presentation.
- Realize people want you to succeed** – All audiences want the speaker to be interesting, stimulating, and informative. They want you to succeed – not fail.
- Don't apologize for being nervous** – If you tell your audience about your problems with your presentation, the audience will then focus on them. Don't tell them, and they won't know.
- Concentrate on your message** – Focus on what you want to say, not on your anxieties. Believe in what you are saying.
- Drink water** – Always have water available during your presentation to avoid a dry mouth. Try to stay away from caffeine and energy drinks that can give you too much unnecessary energy.
- Turn the nervousness to positive energy** – Transform the nervous energy to enthusiasm. Let it be your advantage.
- Gain experience** – Build your confidence by building your experience. The more you present, the more comfortable you are at speaking effectively in front of people.

(taken and adapted from <http://www.ljseminars.com/anxiety.htm>)

The finish

Make your final message clear

- Pause briefly and **signal** clearly that you are now ready to finish the presentation
- Make your **summary**, giving a brief overview of what has already been said (reflection of your 'what')
- Give your **conclusion** (reflection of your 'why' and looks forward to what you want people to do or think after your presentation)
- Make your **closing remarks** by thanking the audience, asking for questions, or giving presentation handouts

Decide if each phrase below is a 'Signal', 'Summary', 'Conclusion' or 'Closing'.

1. So, that brings me to the end of my presentation. Signal
2. Let me summarise what we've looked at. _____
3. Thank you for your attention. _____
4. I'll briefly summarise the main issues. _____
5. I'll now hand out... _____
6. I'd like to summarise... _____
7. I'd like to conclude by strongly recommending... _____
8. So, that completes my presentation. _____
9. Let me just go over the key points again. _____
10. To sum up... _____
11. In conclusion, I'd like to leave you with the following thought/idea... _____
12. Well, that covers everything I wanted to say. _____
13. If you have any questions, I'd be happy to answer them. _____
14. At this stage, I'd like to go over... _____
15. In my opinion, the only way forward is to... _____
16. Thank you for listening. _____
17. To summarise, I'll run through my three topics. _____
18. I'd like to thank... _____
19. Are there any questions? _____
20. So, I would suggest that we... _____

(taken and adapted from *Presentations in English* by E. Williams. Macmillan. 2008:15)

Scientific Presentations Skills – Top Tips

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Signposts and linking ideas

Sequencing/Ordering

firstly... secondly...thirdly...
then... next... finally/lastly
let's start with...
let's move/go on to...
now we come to...
that brings us to...
let's leave that...
that covers...
let's get back to...

Giving reasons/causes

therefore
so
as a result
that's why

Contrasting

but
however

Comparing

similarly
in the same way

Contradicting

in fact
actually

Summarizing

to sum up
in brief
in short
let's just recap

Concluding

in conclusion
to conclude

Highlighting

in particular

especially

Digressing

by the way
in passing

Giving examples

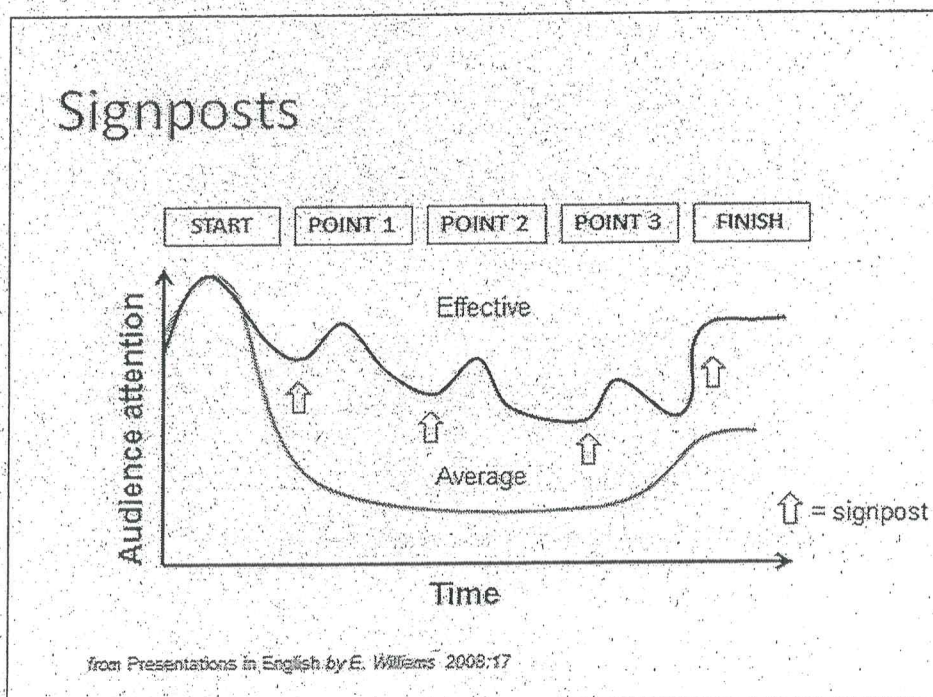
for example
for instance
such as

Generalizing

usually
generally
as a rule

Giving more details

I'd like to expand on this
Let me expand on that



(taken and adapted from *Effective Presentations* by J. Comfort. OUP, 1997:21)

Decide if the phrases below address the 'who', 'why', 'what', or 'how'.

1. My name's Petr Novak and I'm a PhD candidate at Charles University... who
2. My purpose today is to... _____
3. I plan to talk for about 10 minutes, leaving time for questions at the end. _____
4. I'm going to develop three main points: First, ... Second, ... Third, ... _____
5. Good morning everyone. Let me introduce myself. I am... I am a... _____
6. I'll begin by explaining briefly how (the virus)... After that, I'll describe the method I used to investigate... Finally, I'll conclude by discussing why this method could be useful... _____
7. So, I'll be addressing three main points and the first one is going to be ... The second point will be ... And finally the last point is ... _____
8. Before I continue, let me tell you something about myself. _____
9. I'm going to outline three proposals. Firstly, I'll... Then, I'd like to... and finally... _____
10. Today, I'm going to tell you about my recent research investigating ... _____
11. We'll take a short coffee break at about 10:30. _____
12. My objective today is to... _____
13. Welcome ladies and gentlemen. Thank you for coming to my talk today. My name is Lucie and I'm... _____
14. If you have any questions, please leave them until the end. _____
15. I'm happy to take any questions after that. _____
16. For those who don't know me, my name is Carlos Lopez and I am... _____
17. I would like to start with... And then... Lastly... _____
18. What I am going to do today is review... _____
19. Please feel free to interrupt me at any time if you have a question. _____
20. The reason we are here today is to... _____

(taken and adapted from *Presentations in English* by E. Williams. Macmillan, 2008:11)