



OFPPT

مكتب التكوين المهني وإنعاش الشغل  
Office de la Formation Professionnelle et de  
la Promotion du Travail

**C.F LAAYOUNE**

**Section :3**

**ENGLISH  
PRESENTATION  
SKILLS  
EPSs**

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"Say what you are going to say  
Say it  
Say what you have said"

**First Year**

For all streams  
DIDI MOHAMED SALEM  
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Prof : DIDI MOHAMED SALEM

# ENGLISH PRESENTATION SKILLS (EPSs)

## COMMUNICATION SKILLS:

### Giving Presentations

#### Reason

A presentation proves that you are able to communicate on a topic of your choice with just a few key words as reminders. In some countries, a presentation is part of the English exam at school (e.g. Eurokom in Germany).

#### Preparation

Choose a topic that interests you. First, read about the topic in your native language for necessary background information. At that point you should already plan how you want to organise your presentation. When writing the presentation, you should work with English texts only (that's easier than translating the document in the end). Take short notes only from the English texts, then make your own sentences (short ones if possible).

#### Structure and Content

- 1 **Introduction:** General information on the topic  
Give your listeners an introduction to the topic (some general information) and explain what exactly you are going to talk about in your presentation.
- 2 **Actual Presentation** *(Body)*  
Subdivide your presentation into several sub-topics, e.g.:
  - o *Presentation on an event:* history, present, special customs
  - o *Presentation on a sport:* history, rules, important events
  - o *Presentation on a stay in an English speaking country:* chronologically
- 3 **Conclusion**  
Find a good conclusion (otherwise it would look as if you simply stopped in the middle of your presentation). A good conclusion could be for example:
  - o How does the event influence our daily lives?
  - o How important is the event for you personally? / What's your opinion about it?
  - o What might the future bring?
  - o a quotation that summarizes your presentation

#### Important Tenses

Which tenses to use depends on your topic. Above all you'll probably need the following tenses:

- Simple Present
- Simple Past
- Present Perfect

## Word List on Presentations

### Introduction

- I want to give you a short presentation about ...
- My presentation is about ...
- One of my hobbies is ...
- The country that fascinates me most is ...
- I'd like to tell you something about ...
- I have always been interested in ... so today I want to tell you something about it.
- I think everybody has heard about ..., but hardly anyone knows a lot about it.
- That's why I'd like to tell you something about it.
- That's why I chose the topic for my presentation.
- Did you know why ...? Well, in my presentation about ... you will find out about that.

### Introducing sub-topics

- The next picture shows how ...
- Let me begin by explaining why / how ...
- First / Now I want to talk about ...
- First / Now I want to give you an insight into ...
- Let's (now) find out why / how ...
- Let's now move to ...
- As I already indicated ...
- At the beginning there was / were ...
- Many people knew / know ...

### Pictures and graphics

- Let me use a graphic to explain this,
- The graphic shows that ...
- As you can see (in the picture) ...
- In the next / following picture, you can see ...
- Maybe you've already heard about ...
- You might have seen that already.
- At the beginning there was / were ...
- Many people knew / know ...
- Hardly anyone knew / knows ...

### Final thoughts on a sub-topic

- It is a very important day in the history of ...
- It was / is a very important / special event.
- This proves that ...
- The reason is that ...
- The result of this is that...

### If working with a quiz or questions on the topic

- I've prepared a little quiz on the topic.
- I'll now give you some questions that you can answer during my presentation.
- Pay attention.
- You can take notes.
- In the end, there will be a quiz on the topic.
- After the presentation there will be a quiz.
- In the end, I will test your knowledge on the topic.

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## SECTION: 2 ENGLISH PRESENTATION SKILLS (EPSs)

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### Communication Skills :

### Making Presentations

#### CONTENTS :

#### 1. Preparation

#### 1. Preparation :

Prepare the structure of the talk carefully and logically, just as you would for a written report. What are:

#### 3. Delivery

- the objectives of the talk?
- the main points you want to make?

#### 4. Visual Aids

Make a list of these two things as your starting point

#### 5. Finally ...

Write out the presentation in rough (unsuitable), just like a first draft of a written report. Review the draft. You will find things that are irrelevant (not related) or superfluous (unnecessary) - delete them. Check the story is consistent (coherent) and flows smoothly (easily). If there are things you cannot easily express, possibly because of doubt (uncertainty) about your understanding, it is better to leave them unsaid.

**Never** read from a scrip (handwriting). It is also unwise (stupid) to have the talk written out in detail as a prompt (punctual) sheet - the chances are you will not locate the thing you want to say amongst all the other text. You should know most of what you want to say - if you don't then you should not be giving the talk! So prepare **cue cards** which have key words and phrases (and possibly sketches) on them. Postcards are ideal for this. **Don't forget to number the cards** in case you drop them.

Remember to mark on your cards the visual aids that go with them so that the right

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OHP (overhead projection transparencies) or slide is shown at the right time

Rehearse (practice) your presentation - to yourself at first and then in front of some colleagues. The initial (primary) rehearsal should consider how the words and the sequence of visual aids go together. How will you make effective use of your visual aids?

#### 2. Making the presentation:

Greet the audience (for example, 'Good morning, ladies and gentlemen'), and tell them who you are. Good presentations then follow this formula:

- tell the audience what you are going to tell them,
- then tell them,
- at the end tell them what you have told them.

Keep to the time allowed (authorized). If you can, keep it short. It's better to under-run than over-run. As a rule of thumb, allow 2 minutes for each *general* overhead transparency or Powerpoint slide you use, but longer for any that you want to use for developing specific points. 35mm slides are generally used more sparingly (carefully) and stay on the screen longer. However, the audience will get bored with something on the screen for more than 5 minutes, especially if you are not actively talking about it. So switch the display off, or replace the slide with some form of 'wallpaper' such as a company logo.

Stick (fix) to the plan for the presentation, don't be **tempted to digress** - you will eat up time and could end up in a dead-end with no escape!

Unless explicitly (clearly) told not to, leave time for discussion - 5 minutes is sufficient (enough) to allow clarification of points. The session chairman may extend (expand) this if the questioning becomes interesting.

At the end of your presentation ask if there are any questions - avoid being terse (brief) when you do this as the audience may find it intimidating (threatening) (ie it may come across as *any questions? - if there are, it shows you were not paying attention*). If questions are slow in coming, you can start things off by asking a question of the audience - so have one prepared.

#### 3. Delivery : (manner of speaking)

Speak clearly. Don't shout or whisper (murmur) - judge (referee) the acoustics of the room.

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Don't rush,(do it quickly) or talk deliberately(intentionally) slowly. Be natural - although not conversational.

Deliberately pause at key points - this has the effect of emphasizing(confirm)

the importance of a particular point you are making.

Avoid jokes( funny story) - always disastrous(terrible) unless you are a natural expert

To make the presentation interesting, change your delivery, but not too obviously(clearly), eg:

- speed
- pitch of voice

Use your hands to emphasise points but don't indulge (treat) in too much hand waving. People can, over time, develop irritating(annoying) habits. Ask colleagues occasionally what they think of your style.

Look at the audience as much as possible, but don't fix on an individual - it can be intimidating (threatening). Pitch (quality of sound) your presentation towards the back of the audience, especially in larger rooms.

Don't face the display screen behind you and talk to it. Other annoying habits include:

- Standing in a position where you obscure (unclear)the screen. In fact, positively check for anyone in the audience who may be disadvantaged and try to accommodate (provide somewhere) them.
- Muttering ( speak softly) over a transparency on the OHP projector plate an not realizing( understand) that you are blocking the projection of the image. It is preferable to point to the screen than the foil (frustrate)on the OHP (apart from the fact that you will probably dazzle (prevent from seeing) yourself with the brightness of the projector)

Avoid moving about too much. pace up(speed) and down can unnerve the audience, although some animation (activity)is desirable(attractive).

Keep an eye on the audience's body language. Know when to stop and also when to cut out a piece of the presentation.

#### 4 .Visual Aids :

Visual aids significantly improve the interest of a presentation. However, they must be relevant to what you want to say. A careless design or use of a slide can simply get in the way of the presentation. What you use depends on the type of talk you are giving. Here are some possibilities:

- Overhead projection transparencies (OHPs)
- 35mm slides
- Computer projection (Powerpoint, applications such as Excel, etc)
- Video, and film,
- Real objects - either handled from the speaker's bench (seat)or passed around
- Flipchart or blackboard - possibly used as a 'scratch-pad' ( a strong memory in a computer)to expand on a point

Keep it simple though - a complex set of hardware (machines) can result in confusion for speaker and audience. Make sure you know in advance how to operate the equipment and also when you want particular displays to appear. Sometimes a technician will operate the equipment. Arrange beforehand (early), what is to happen and when and what signals you will use. Edit your slides as carefully as your talk - if a slide is superfluous (unnecessary) then leave it out. If you need to use a slide twice, duplicate (copy)it. And always check your slides - for typographical errors, consistency ( the quality or condition of being consistent)of fonts and layout.

Slides and OHPs should contain the minimum information necessary. To do otherwise risks making the slide unreadable (unread) or will divert (change) your audience's attention so that they spend time reading the slide rather than listening to you.

Try to limit words per slide to a maximum of 10. Use a reasonable size font and a typeface' (font) which will enlarge (make bigger) well. Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A guideline is: if you can read the OHP from a distance of 2 metres (without projection) then it's probably OK.

Avoid using a diagram prepared for a technical report in your talk. It will be too detailed and difficult to read.

Use colour on your slides but avoid orange and yellow which do not show up very well when projected. For text only, white or yellow on blue is pleasant to look at and easy to read. Books on presentation techniques often have quite detailed advice on the design of

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slides. If possible consult an expert such as the Audio Visual Centre.

Avoid adding to OHPs with a pen during the talk - it's messy (confused) and the audience will be fascinated (attentive) by your shaking hand! On this point, this is another good reason for pointing to the screen when explaining a slide rather than pointing to the OHP transparency.

Room lighting should be considered. Too much light near the screen will make it difficult to see the detail. On the other hand, a completely darkened room can send the audience to sleep. Try to avoid having to keep switching lights on and off, but if you do have to do this, know where the light switches are and how to use them.

#### 5. Finally ...

Enjoy yourself. The audience will be on your side and want to hear what you have to say!

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## English for Professional Communication

### COMMUNICATION SKILLS:

### Giving Presentations

Read the following passage and identify at least six recommendations about speaking technique which can help to make the message in a presentation clear.

*You're lost if you lose your audience*

Clear objectives, clear plan, clear signals: the secrets of presentation success

Any presentation requires a clear strategy or plan to help you reach your objectives. The aim is not to spend twenty minutes talking non-stop and showing a lot of nice pictures. It is to convey a message that is worth hearing to an audience who wants to hear it.

However, how many speakers really hold the audience's attention? What is the secret for those who do? First, find out about the audience and what they need to know. Plan what you're going to say and say it clearly and concisely.

A good speaker uses various signals to help hold the audience's attention and make the information clear. One type of signal is to introduce a list with a phrase like *there are three things we consider about economic price, market price, and psychological price. Let's look at each of these in more detail. First, economic price. This is based on production costs and the need to make a profit....* and the speaker goes on to describe this type of price. After that, he goes on to talk about the market price and so on.

Another signalling technique is to give a link between parts of the presentation. Say where one part of the talk ends and another starts. For example, a well organized presentation usually contains different parts and progression from one part to the next must be clear, with phrases like *that's all I want to say about the development of the product. Now let's turn to the actual marketing plan.* This technique is very helpful to the audience, including those who are mainly interested in one part only.

Another type of signalling is sequencing of information. This usually follows a logical order, perhaps based on time. So a project may be described in terms of the background, the present situation and the future. Key words in sequencing information are *first, then, next, after that, later, at the end, finally, etc.*

Still another technique which helps to emphasize key points is careful repetition. Examples are *As I've already said, there is no alternative but to increase production by 100 per cent or I'd like to emphasize the benefit of the new design - it achieves twice as much power with half as much fuel.*

A final point concerns timing and quantity of information. Psychologists have suggested that concentration is reduced after about twenty minutes without a break or a change in activity. Furthermore, audiences should not be overburdened with technical details or given too many facts to remember. It is claimed that to ask people to remember more than three things in a five minute talk is too much. Some say that seven is the maximum number of any length of presentation. Any such calculations are probably not very reliable, but every speaker needs to think about exactly how much information of a particular type a specific audience is likely to absorb and to plan accordingly.

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Giving Presentations

### Nine Golden Tips for Speakers (SS)

A. Read the following tips and discuss them with your partner.

1. Choose a subject you believe in and know enough about it.
2. Do not be monotonous. Speak with enthusiasm and vary the pitch and volume of your voice according to context and content.
3. Keep a copy of an outline of your speech with you and use note cards with key points written on them. (don't memories!)
4. Speak slowly and clearly.
5. Respect the time you are allotted and conclude on time.
6. Practice and rehearsal are very important in presentation (public speaking), especially for inexperienced speakers.
7. Material facilities like acoustics, equipment and seating arrangements are important for the success of your speech.
8. Before you deliver a speech (presentation) to the public. You need to be mentally, emotionally and physically prepared.
9. Use gesture, facial expressions (smiling for example) and eye contact to attract the audience's attention to what you say.

B. Read the tips again and order them according to the following (write numbers only)

Before Presentation									
During Presentation									



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You can use the following evaluation checklist to revise your work during preparation and practice. Your classmates will also use the same checklist to evaluate your presentation in class.

	A	B	C	D	Comments
<b>A .Structure of the presentation</b>					
1. Introduction					
2. Main information					
3. Conclusion					
<b>B .Content</b>					
4. Clarity of ideas and examples					
5. Quality of language					
6. Convincing arguments					
<b>C. Presentation skills</b>					
7. Voice quality					
8. Body movement					
9. Use of supporting materials (pictures, graphs, statistics, audio-visuals...)					
<b>D.Overall presentation</b>					
Total mark					...../40
A= Excellent (4 points)	B= Good (3 points)		C= Average (2 points)		D= Below average (1 point)

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