

ORAL PRESENTATION SKILLS

A PRACTICAL GUIDE



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Outlining options. If there are alternative ways of looking at a topic or proposal, outline them to show you are familiar with the different ways of dealing with a situation.

There seem to be two possible ways of dealing with this...

We've looked at this from the point of view of the manufacturer but what about if we were to...

A number of options present themselves at this point...

If what you are dealing with demands a comparison of strengths and weaknesses indicate clearly the different aspects and underline the points you feel are important or secondary.

What exactly are the benefits?

On the plus side we can add...

This is not the only weakness of the plan...

We cannot ignore the problems that such an action would create...

We do not need to concern ourselves with...

Of lesser interest are...

To be clear and concrete. Use examples, rephrasing, summaries etc.:

To give an example:

Now let's take an example.

An example of this can be found...

To illustrate this...

Let's see this through an example.

For example,

For instance,

e.g.

To rephrase:

Let me rephrase that,

In other words

Another way of saying the same thing is...

That is to say

i.e.

To summarize:

To summarize

To sum up,

Let me summarize by saying

So that concludes my overview

In conclusion

Briefly said

In short,

What I've tried to show in this part...

To recap what we've seen so far...

To emphasize

What is very significant is...

What is important to remember...

I'd like to emphasize the fact that...

I'd like to stress the importance of...

to highlight...

to underline...

What I tried to bring out...

What we need to focus on...

To refer to what you have said previously:

As I have already said earlier...

As we saw in part one...

To repeat what I've said already...

To refer to what you will say:

We will see this a little

later on.

This will be the subject of

part 3.

We will go into more

detail on that later.

For now, suffice to say...

To refer to what an

expert says:

I quote the words of ...

In the words of...

According to...

Here I'd like to quote...

As Mr. X says in his book...

There is a famous quotation that

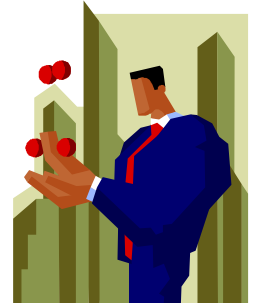
goes...

To refer to common knowledge:

As you all may well know...

It is generally accepted that...

As you are probably aware (of)...



Why use visuals?

- Ø to focus the audience's attention
- Ø to illustrate points easier to understand in visual form but difficult in a verbal form (e.g. statistics)
- Ø to reinforce ideas
- Ø to change focus from aural/oral to visual
- Ø to involve and motivate the audience
- Ø to involve all the senses
- Ø to serve as logical proof
- Ø to save time and avoid putting information on a board
- Ø to avoid turning your back to the audience when writing on a board
- Ø to help the speaker

Text to put on a visual

- Ø name, conference/company and company logo, date, title of presentation. Try to do this consistently but not to the detriment of a table or image.
- Ø full sentences are not to be used, unless a quote is given, give round figures
- Ø N.B. keep text to a minimum

Size, layout, font (typeface) and size, colors.

- Ø Size - A4
- Ø Layout should be pleasant and easy to read: horizontal/landscape layout is preferable.
- Ø Fonts: Ariel, Helvetica, Times New Roman, Futura, Optima, Verdana, New Century, Schoolbook and Courier. Some companies impose a particular style.
- Ø Font size - maybe 20 or more depending on the size of the room you will be speaking in. A good idea is to use different sizes for different types of text: i.e. 20 for main headings, 16 for subheadings, 14 for other text.
- Ø Use CAPITAL LETTERS, bold face, italics, underlining, reverse (white on black) or shading to highlight.
- Ø If possible, use color transparencies (unless you are just showing text).

How many?

One every two minutes is sufficient. To show too many slides is worse than none at all.

General and miscellaneous tips.

Have the slides ready and in order.

Check to see if the OHP is plugged in, in working order and in focus.

Test the visual to see if people at the back of the room can see it.

Stand to the side of the screen and face the audience.

Mask to reveal only what you want the audience to see.

Use a pointer or a pen to draw attention to a specific point.

Visuals should be adjusted to the audience.

Visuals should supplement the spoken message.

Large enough for everyone to see. (Good idea to give out a paper copy, i.e. a handout, not at the same time though, as the audience may not look at you)

Don't display too much information, too many colors or typefaces.

Does the layout work?

Are there any spelling mistakes or grammatical errors? Remember they are going to be in plain view all the time of your visual.