

# Improving Students' Presentation Skills

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# › Coming full circle



<http://ematusov.soe.udel.edu/classrooms/soviet.htm>



<https://yun56.co/school-presentation/>

# › Presentations in HE



History BA (2<sup>nd</sup> year):

- Core Module: Historical Research Methods (40 credits)
- Elective modules (3x 20 credits)
- Seminar (10+10 credits)

Seminar:

10 Credits – Literature review

10 credits – Presentation (15 minutes)

# › Presentations in Business



<https://www.canstockphoto.com/business-types-mind-map-concept-50324436.html>

# > Presentations are everywhere!



<https://robclubbon.com/powerpoint-slide-design-crimes-solve/>

## > ... but what makes a good presentation?



- A good presentation is one that achieves a balance between strong content and effective presentation style.

# Teaching content: BE

## Opening 1



Good morning, ladies and gentlemen. First of all, I'd like to thank you for inviting me here to speak to you today, and I hope that after that excellent coffee no one will fall asleep during my presentation! Well, let me introduce myself - my name is Carlos Pinto and I am the Sales Director of Centre-Space Properties.

My objective here today is to help you to find the right office for your business. During my talk I'll be looking at four areas. (looks briefly at notes) I'll begin by introducing our company, then I'll show you some slides of office space that we have available in this city. After that I'll move on to describe our optional service package, which includes security and secretarial services. Finally, I'll deal with the question of price. My presentation will take around 20 minutes, and if you have any questions I'll be pleased to answer them at the end.

OK. (show slide with an organigram of the company) Let's start by looking at who we are and how the company has developed over the last 10 years...

## Opening 2

I bet you're sick of looking for office space, right? Are you feeling like this? (shows slide of a confused businessman in a small room with a big question mark over his head) Who feels like that? (looks around room, everyone laughs) Wouldn't you prefer to feel like this? (shows slide of a relaxed executive in a large office with plants and a line of clients in the background)

You all know the importance of location for business success. Well, we can help you. (shows Slide with a few words in large print) My company is called Centre-Space Properties. Our success over 10 years has been built on a simple philosophy. We offer our clients: (pointing to words on slide) choice; an optional service package for your complete business needs; and the right price. Right, I'd like to begin with a question: do you know which area in this city has the highest rent costs per square metre? (looks round, waiting for answer)...

Discuss:

- 1 What are the advantages and disadvantages of opening 1?
- 2 What are the advantages and disadvantages of opening 2?
- 3 Can you think of situations where each would be appropriate?



To make your presentation interesting and easy to understand you must use your voice well. Listen to your teacher read this first extract from a presentation, then practise reading it yourself.

Good morning ladies and gentlemen. // I'm very glad to be here today // to have the chance // to tell you about our company. // Our company was founded // in nineteen fifty eight // as a small family business. // Today it employs // more than four hundred and sixty people, // and it has an annual turnover // of two hundred million dollars. // What are the reasons // for this outstanding growth? // The reasons are: // the quality of our products, // our attention to the needs of our customers, // and our decentralized management structure. // This structure allows: // flexibility, // motivation // and the rapid development of new ideas.

- 1 Decide where you would pause and put a // symbol. Pauses allow you to break the information into small pieces that the audience can understand more easily.
- 2 Underline the syllables that have a strong stress. Inside each phrase you have marked there will be some syllables with a strong beat. Important words will always have a strongly stressed syllable.
- 3 Check if there are any words that are difficult to say. If there are, write the phonetic script with the help of a dictionary or put a ■ symbol above a stressed syllable.

# > ... but BE is really boring, right?



<http://blog.wcwpartners.com/survive-boring-meetings/>

# › ... That's where TED comes in!



## Our organization

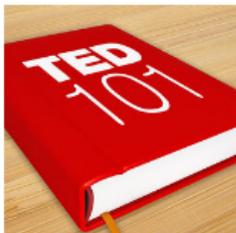
TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

## Our Mission: Spread ideas

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. On TED.com, we're building a clearinghouse of free knowledge from the world's most inspired thinkers — and a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

In fact, everything we do — from our [Conferences](#) to our [TED Talks](#) to the projects sparked by the [TED Prize](#), from the global [TEDx](#) community to the [TED-Ed](#) lesson series — is driven by this goal: How can we best spread great ideas?

TED is owned by a nonprofit, nonpartisan foundation. Our agenda is to make great ideas accessible and spark conversation.



*Playlist (11 talks)*

### **Must-see TED Talks**

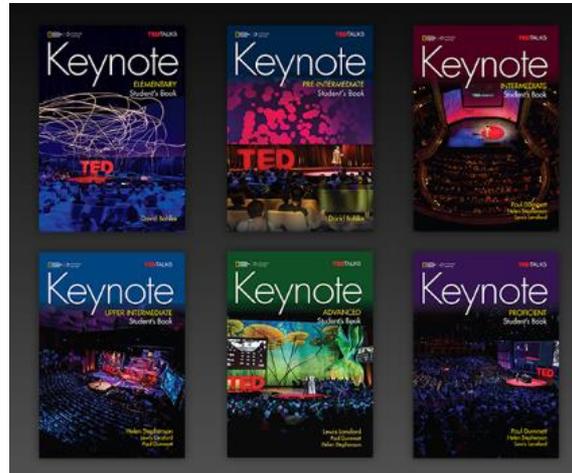
New to TED? Watch this primer of 11 classic talks on a range of topics.

**[Watch now](#)**

- **History of TED**  
Learn how a one-off conference became a viral video phenomenon and worldwide community.
- **How TED works**  
Get answers to commonly asked questions — and a few misconceptions — about how TED operates.
- **Jobs at TED**  
We're hiring! Join our global team of friendly, curious, detail-oriented problem-solvers.
- **Policies and terms**  
TED is a platform for sharing ideas — and we also share some basic ground rules around privacy, civility and the rights of creators.

We'd love to hear from you: **[Contact us.](#)**

# > ... And Cengage/National Geographic



## > Why use these materials?



- Students watch TED Talks anyway
- There are additional grammar and lexical foci
- Students are encouraged to analyse the talks (presentation + content)
- Students are exposed to different styles of presenter/presentations
- Students are encouraged to find TED Talks that are interesting to them
- ... **and the hard work has been done for you!**

## > ... What the students say?



*“I like using TED Talks in my English class because they are interesting anyways and I can see and hear English being used in an interesting way”*

*“The people who do the talks must be interesting people or important people, otherwise TED wouldn’t ask them to talk so they are people we should listen to as they might help us also to be successful”*

## › In conclusion



- Students need strong presentation skills to succeed in HE and in business
- Content and style are both important
- Content and style can be analysed and improved on
- TED Talks are popular with teens and young professionals
- TED speakers are often positive and motivational role models for students
- TED-related teaching materials can be used in addition to regular coursebooks
- Students can be motivated to watch TED Talks in their free time, expanding the amount of time they are exposed to English

> Thank you



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