## This booklet will help you keep track of your work and take notes of your ideas, thoughts and answers. Please use it alongside the online material.

## In this class you will learn how to open a presentation.

**Slide 3 – Write in the missing words**

Good morning, ladies and gentlemen. …………………………………………………………….. to this presentation.

My name is Valerie Higgins. …………………………………………… Solatronics I would like to welcome you to today’s presentation on smarter material choices for our products.  
I would like to start by giving you an ………………………………………………………………………………..

 ………………………………………………………………………. a case study of one product in use and in the end I’ll summarize our research findings. …………………………………………………………… would like to ask you to keep your questions until the end of the presentation. There will be plenty time for questions and discussion afterwards.

**What do you do at the beginning?**

1. greeting and welcoming the audience
2. introducing herself
3. mentions her company and introduces the main topic
4. explains the structure of her talk
5. gives "technical" information (time/questions)

**Slide 4- 19: Take a note of some sentences. Make sure you have sentences which can be used to do the following:**

|  |  |
| --- | --- |
| 1. **Welcome your audience** 2. **Introduce the topic** 3. **Outline your structure** 4. **Timing and questions** |  |

**YOUR NOTES**

**……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**Slide 20: Type in the missing words.**

**looking    during    focus    overview    coming    move    deals    divided    secondly**

Thank you for  all this way. I‘ve  my talk into three parts. First of all, I‘ll give you an  of our financial situation. First, we‘ll be  at the company‘s sales in the last two quarters. In the first part of my presentation I‘ll  on the current project status. Point one  with APG‘s new regulations for Internet use. , I‘ll talk about our investment in office technology. After that I‘ll  on to the next point.  the next 20 minutes, we‘ll be dealing with software problems and how to solve them.

**Slide 21: Video**

**But how effective is such an opening? Have you ever opened a presentation like this? Have you chosen any other way of opening a presentation?**

**…………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**What is the primacy-recency effect?**

**2. In what way does Mark say a strong opening and close are like two bookends?**

**3. Why do you think Mark prefers the second version of the presentation opening you saw?**

**…………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**Slide 22: In order to catch the interest of the audience, presenters sometimes choose one of the following methods to start a presentation:**

* **tell a joke (be careful with it, this can be embarassing in case nobody shares your kind of humour)**
* **quote some statistics**
* **relate an anecdote or tell a true story**
* **ask the audience a questions**
* **quote somebody famous**
* **refer to a relevant book or magazine article, a well-known movie or TV-show**
* **explode a popular myth**

**Continue watching (1:42 to 3:34) - there are two openings. Take a note what techniques the two presenters use. Which technique do they both use?**

**……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**ACTIVITY – slide 23 – YOUR NOTES**

**…………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**Slide 24:**

**How can the end of a presentation be even more important than the beginning?**

**…………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**Continue with the video (3:35 to 4:01) to find out what Mark thinks about it? Do you agree? Was this what you had in mind reading this question?**

**……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**How does Mark compare a presentation to a firework display?**

**…………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**Slide 25:**

**Below you see 4 different things you can do/use at the end of a presentation:**

* **a summary**
* **a touch of humour**
* **a call to action**
* **a wise saying**

**Watch the remaining part of the video to find out which two techniques above do they each use?**

**……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**What does Mark say about starting with the end of your presentation?**

**………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………**

**Write a short close to accompany the one of the openings you designed earlier today. Say them out loud!**

**……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………….**