

3.3

COMMUNICATION SKILLS
Presentation styles

Lesson outcome

Learners are aware of different presentation styles and can use a range of fact-based and emotion-based phrases.


- Lead-in**
- 1A** Work in pairs. Think about how you would present the following information to colleagues. Would you use the same approach for both situations? Why / Why not?
- the summer barbecue • the latest sales figures
- B** Which of the topics below would you present:
- a** using facts and figures? **b** by engaging the audience's emotions?
- an office move • a company merger • a mentoring programme • a new workflow
- 2A** Ideally, a successful presentation is when the presenter knows his/her audience. In pairs, discuss what it means to 'know your audience'.
- B** Discuss these questions.

I have some experience in a work situation.

- 1** Have you ever had to substitute for another person and take over their presentation? What happened?
- 2** Did you know your audience? If not, what approach did you use?

I don't have much experience in a work situation.

- 1** Have you ever been in a class or lecture where another teacher had to step in at short notice? What was the impact? How did the teacher deal with the situation?

- VIDEO** **3A**  3.3.1 Watch the video as Sonia and Prisha discuss making a presentation to Claremont, a cosmetics company.


- 1** Why has Prisha asked Sonia to make this presentation?
- 2** Why shouldn't Sonia be cynical about the perfume industry?
- 3** How does Prisha want Sonia to describe the event?
- 4** What does Prisha remind Sonia?

B In small groups, discuss which is the best approach (Option A or B) when presenting to the new client. As a class, decide which video to watch first.


Option A: Use a fact-driven presentation style.

Option B: Use a style that appeals to the audience's senses and emotions.

C Watch the videos in the sequence the class has decided and answer the questions.


Option A  3.3.2

- 1** Why has the Ambassador Hotel been chosen for the launch?
- 2** How will a feeling of exclusivity be accomplished?
- 3** What does Sonia say about the flowers?
- 4** In the videoscript, find adjectives used to describe the event.

Option B  3.3.3

- 1** How does Sonia begin the presentation?
- 2** Why do you think Claremont would rather have only their photographers present?
- 3** What does Sonia say about the flowers?
- 4** In the videoscript, find adjectives used to describe the event.

4 In pairs, discuss the pros and cons of Sonia's approach in each option.

5  3.3.4 Watch the Conclusions section of the video and compare what is said with your answers in Exercise 4. Do you agree? Why / Why not?

Reflection

6 Think about the following questions. Then discuss your answers with a partner.

- 1** Which of the two presentation styles would you choose if you did not know your audience? Why?
- 2** What are one advantage and one possible disadvantage of your own personal style when making a presentation?

Functional language

Fact-based and emotion-based presentations

7A Complete the sentences from the video using the words in the box.

anticipation attention aware breakdown objective
opportunity picture react think visualise

- 1 I would like to take this _____ to talk to you about how much it will all cost.
- 2 My _____ today is to present you with our plan for your special event.
- 3 Try and _____ the looks on [their / your guests'] faces when they enter the banquet room.
- 4 As you are all _____, the cosmetics industry is worth billions!
- 5 [You / Your guests / They] will be able to feel the _____ of what is about to happen.
- 6 Now, turning our _____ to financial matters.
- 7 _____ it, a huge line of limousines as far as the eye can see.
- 8 I'd like to give you a brief _____ of the expenditure.
- 9 Imagine how everyone will _____ when they see the choice of activities available.
- 10 Can you _____ of anything more [magical / beautiful / impressive]?

B Now put the phrases in bold in Exercise 7A in the correct category in the table.

Fact-based	Appealing to emotions/senses

T Teacher's resources:
extra activities

C Using the bold parts of the sentences in Exercise 7A, create your own sentences for a pitch.

→ page 115 See Pronunciation bank: Chunking and stress in presentations

8A Work in pairs. Read your role cards and prepare your presentations.

Student A

You have been asked to visit your local college / high school. You will be presenting to students to inform them about opportunities to work at your company or study at your university.

Decide:

- which approach you will take.
- what information you will include.

Student B

You are presenting to the board at your place of work or study to ask for some money to organise a big end-of-year event. You think this will be a great reward and good for morale.

Decide:

- which approach you will take.
- what information you will include.

TASK



- B** Deliver your presentations to each other. Make sure you include phrases from Exercise 7A.
- C** Give each other feedback on your presentations. How could you have made it more emotive? Did it sound over-exaggerated? How could you have sounded more neutral?

- How successfully have you achieved the lesson outcome? Give yourself a score from 0 (I need more practice) to 5 (I know this well).
- Go to My Self-assessment in MyEnglishLab to reflect on what you have learnt.