

Основы подготовки и проведения презентации на английском языке

- Формат презентации на английском языке
- Подготовка презентации
- Модель поведения
- Структура презентации
- Части презентации
- Оформление слайдов
- Графики и таблицы
- Сессия вопросов и ответов

- Presentation is the practice of showing and explaining the content of a topic to an audience or learner.
- Презентация (от англ. presentation) — способ наглядного представления информации с использованием аудиовизуальных средств.

Формат презентации

- структурная схема
- визуальная информация
- правила этикета
- языковые особенности
- определенная цель проведения

“It takes more than three weeks to
prepare a good impromptu speech”.

Mark Twain

Подготовка презентации

Анализ:

- 1) Зачем?
- 2) Для кого?
- 3) Где?
- 4) Как долго?
- 5) Как, какого вида презентация?
- 6) Что говорить?

Цели презентации

➤ Информирование

➤ Обучение

➤ Убеждение

➤ Мотивация

Структура презентации

Три четко различимые части:

- Вступление
- Основная часть
- Заключение

+

Вопросы - ответы

IBC

- Introduction – tell them what you are going to tell them.
- Body – tell them what you want to tell them.
- Conclusion – tell them what you told them.

“You never get a second chance to
make a first impression.”

Will Rogers

Вступление

- Поприветствовать аудиторию
- Представить себя
- Представить тему презентации
- Объяснить выбор темы
- Рассказать о структуре презентации
- Проинформировать о продолжительности презентации
- Раздать буклеты и информационные листы
- Проинформировать о сессии «вопрос – ответ»

- W – Welcome audience
- I – Introduce yourself
- S – Say what the topic is
- E – Explain why audience will be interested

Marion Grussendorf
“English for Presentations”

Useful Phrases and Vocabulary for Openings

Welcoming the audience

- Good morning/afternoon, ladies and gentlemen.
- Hello/Hi everyone.
- First of all, let me thank you all for coming here today.
- It's a pleasure to welcome you today.
- I'm happy/delighted that so many of you could make it today.
- It's good to see you all here.

Introducing yourself

- Let me introduce myself. I'm Ann Brown from ...
- For those of you who don't know me, my name is ...
- Let me just start by introducing myself. My name is ...

Giving your position, function, department, company

- As some of you know, I'm the purchasing manager.
- I'm the key account manager here and am responsible for...
- I'm here in my function as the head of ...
- I'm the project manager in charge of...

Introducing your topic

- What I'd like to present to you today is ...
- I'm here today to present...
- Today's topic is ...
- The subject/topic of my presentation is ...
- In my presentation I would like to report on ...
- In my talk I'll tell you about...
- Today I'm going to talk about...
- I'll be talking about...

Saying why your topic is relevant for your audience

- Today's topic is of particular interest to those of you/ us who ...
- My talk is particularly relevant to those of us who ...
- My topic is/will be very important for you because ...
- By the end of this talk you will be familiar with ...

Stating your purpose

- The purpose/objective/aim of this presentation is to ...
- Our goal is to determine how/the best way to ...
- What I want to show you is ...
- My objective is to ...
- Today I'd like to give you an overview of...
- Today I'll be showing you/reporting on ...

Structuring

- I've divided my presentation into three (main) parts.
- In my presentation I'll focus on three major issues.

Sequencing

- Point one deals with point two and point three ...
- First, I'll be looking at ..., second ..., and third ...
- I'll begin/start off by Then I'll move on to ...
- Then/Next/After that...
- I'll end with ...

Timing

- My presentation will take about 30 minutes.
- It will take about 20 minutes to cover these issues.
- This won't take more than ...

Handouts

- Does everybody have a handout/brochure/copy of the report? Please take one and pass them on.
- Don't worry about taking notes. I've put all the important statistics on a handout for you.
- I'll be handing out copies of the slides at the end of my talk.
- I can email the PowerPoint presentation to anybody who wants it.

Questions

- There will be time for questions after my presentation.
- We will have about 10 minutes for questions in the question and answer period.
- If you have any questions, feel free to interrupt me at any time.
- Feel free to ask questions at any time during my talk.

Основная часть

- Разделить на три - пять информационных блоков (message, key message)
- Четко обозначать начало и конец каждого блока
- Выделить ключевые моменты
- Использовать линкеры

Body

- Повторить тему
- Объяснить цели и задачи
- Обозначить начало первой (...) части
- Выделить ключевые моменты
- Привести доказательства
- Обозначить конец первой (...) части
- Использовать интерактивные элементы
- Сигнализировать об окончании основной части

Доказательства главных идей

- Мнение экспертов
- Мнение потребителей
- Цифры и факты
- Статистика
- Аналогия, пример из жизни

Icebreakers – Интерактивные элементы

- Доброволец
- Ролевая игра
- Мозговой штурм
- Опрос
- Истории, анекдоты
- Креативные идеи

Useful Phrases and Vocabulary for the Body

Saying what is coming

- In this part of my presentation, I'd like to talk about...
- So, let me first give you a brief overview.

Indicating the end of a section

- This brings me to the end of my first point.
- So much for point two.
- So, that's the background on ...
- That's all I wanted to say about...

Summarizing a point

- Before I move on, I'd like to recap the main points.
- Let me briefly summarize the main issues.
- I'd like to summarize what I've said so far...

Moving to the next point

- This leads directly to my next point.
- This brings us to the next question.
- Let's now move on/turn to ...
- After examining this point, let's turn to ...
- Let's now take a look at...

Going back

- As I said/mentioned earlier,...
- Let me come back to what I said before ...
- Let's go back to what we were discussing earlier.
- As I've already explained,...
- As I pointed out in the first section, ...

Referring to other points

- I have a question in connection with/concerning payment.
- There are a few problems regarding the quality.
- With respect/regard to planning, we need more background information.
- According to the survey, our customer service needs reviewing.

Adding ideas

- In addition to this, I'd like to say that our IT business is going very well.
- Moreover/Furthermore, there are other interesting facts we should take a look at.
- Apart from being too expensive, this model is too big.

Talking about (difficult) issues

- I think we first need to identify the problem.
- Of course we'll have to clarify a few points before we start.
- We will have to deal with the problem of increasing prices.
- How shall we cope with unfair business practices?
- The question is: why don't we tackle the distribution problems?

Rhetorical questions

- What conclusion can we draw from this?
- So, what does this mean?
- So, just how good are the results?
- So, how are we going to deal with this increase?
- So, where do we go from here?
- Why do I say that? Because ...
- Do we really want to miss this opportunity to ...?

Заключение

- Обозначить переход к заключительной части
- Сделать выводы из ключевых моментов презентации
- Предложить пути решения поставленных проблем
- Предложить аудитории задавать вопросы

Useful Phrases and Vocabulary for Conclusions

Indicating the end of your talk

- I'm now approaching/nearing the end of my presentation.
- Well, this brings me to the end of my presentation.
- That covers just about everything I wanted to say about...
- OK, I think that's everything I wanted to say about...
- As a final point, I'd like to ...
- Finally, I'd like to highlight one key issue.

Summarizing points

- Before I stop, let me go over the key issues again.
- Just to summarize the main points of my talk ...
- I'd like to run through my main points again ...
- To conclude/In conclusion, I'd like to ...
- To sum up (then), we ...

Making recommendations

- We'd suggest...
- We therefore (strongly) recommend that...
- In my opinion, we should ...
- Based on the figures we have, I'm quite certain that...

Inviting questions

- Are there any questions?
- We just have time for a few questions.
- And now I'll be happy to answer any questions you may have.

Effective conclusions

Quoting a well-known person

- As ... once said, ...
- To quote a well-known businessman, ...
- To put it in the words of...

Referring back to the beginning

- Remember what I said at the beginning of my talk today?
- Let me just go back to the story I told you earlier. Remember, ...

“People who know what they’re talking about don’t need PowerPoint.”

Steve Jobs

Оформление слайдов 1

- шрифт и текст
- цвет и фон
- анимация
- звуковые эффекты
- рисунки и графика
- диаграммы

Цветовые схемы

- http://www.snook.ca/technical/colour_contrast/colour.html
- <http://colorshemedesigner.com/>
- <https://kuler.adobe.com>

“Why Most PowerPoint Presentations Suck and How You Can Make Them Better”

Rick Altman

Эффект	Индекс
Boomerang (бумеранг) Spiral (вылет по спирали) Swivel (вращение)	6 !!!
Fly (вылет)	4 - 5
Zoom-out (отдаление)	3
Wipe slowly (плавное удаление)	2
Wipe quickly (быстрое удаление) Fade (выцветание)	0

Оформление слайдов 2

- «Правило шести»
- Одинаковые части речи в списках
- Значимая информация в списке
- Единообразие оформления (шрифт, фон, цвет и т.д.)
- Текстовая информация важнее визуальной
- Последний слайд – контактные данные презентующего

Визуальные помощники

- Flip charts – бизнес-презентации для малых групп; менее формальные и неформальные встречи.
- Overhead projectors/interactive boards – для мелких компаний, 20-50 человек.
- Slideshows – PP, Keynote, LibreOffice и др. – универсальность для малых и больших групп.
- Handouts – для малых групп (они ни дешевы, вашу презентацию могут взять домой).
- Props – для кинестетиков (сувениры, реквизит на долгую и добрую память).

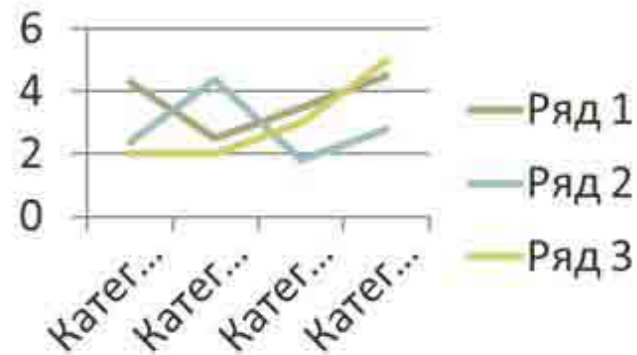
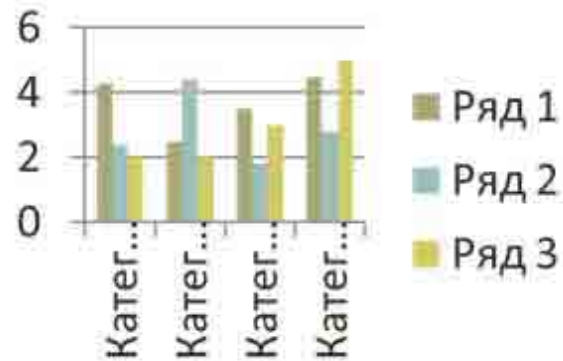
Графики и таблицы 1

bar chart

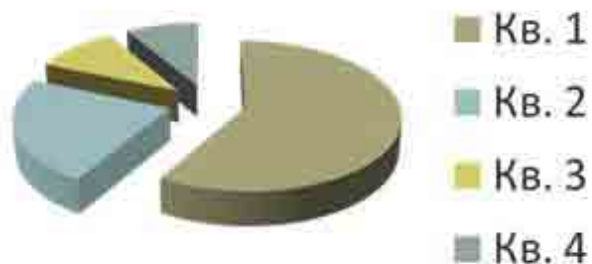
graph

pie chart

organigram



Продажи



Графики и таблицы 2

- Создать понятный и легкий для понимания график
- Начать с объяснения контента графика
- Выделить ключевые места/точки на графике
- Объяснить значимость ключевых моментов
- Использовать клише, объясняя динамику

Useful Phrases and Vocabulary for Visuals

Introducing a visual

- Let's now look at the next slide which shows ...
- To illustrate this, let's have a closer look at...
- The chart on the following slide shows ...
- I have a slide here that shows ...
- The problem is illustrated in the next bar chart...
- According to this graph, our net profit has doubled.
- You can see the test results in this table.
- As you can see here,...

Explaining a visual

- First, let me quickly explain the graph.
- You can see that different colours have been used to indicate ...
- The new models are listed across the bottom.
- The biggest segment indicates ...
- The key in the bottom left-hand corner...

Highlighting information

- I'd like to stress/highlight/emphasize the following point(s).
- I'd like to start by drawing your attention to ...
- Let me point out that...
- I think you'll be surprised to see that...
- I'd like you to focus your attention on ...
- What's really important here is ...
- What I'd like to point out here is ...
- Let's look more closely at...

Describing trends

- Sales increased slightly in summer.
- Consumer spending fell/declined sharply.
- Interest rates have risen steadily.
- Food prices went up significantly.
- There was a sudden increase in prices.
- In August, we saw a moderate fall.
- This was followed by a gradual decline.

Explaining purpose

- We introduced this method to increase flexibility.
- The purpose of this step is to expand to foreign markets.
- Our aim was to ...

Explaining cause and effect

- What's the reason for this drastic decrease?
- The unexpected drop was caused by ...
- This was because of...
- As a consequence/Consequently, sales went up significantly.
- As a result...
- The venture resulted in a sharp fall in share prices.
- Our new strategy has led to an increase of 10%.

Сессия вопросов и ответов (Q&A)

➤ предварительная подготовка

- определить время и место для Q&A
- составить список ожидаемых вопросов и ответов на них

➤ начало

- “What questions do you have?”
- “Who has the first question?”

➤ собственно вопросы и ответы

- слушаем
- повторяем
- отвечаем

➤ заключение Q&A и всего выступления

- “Well, our time is over. Thank you all. But you might be wondering ...”

Вопросы - ответы

- Выслушать и понять вопрос
- Переформулировать вопрос своими словами
- Объяснить причину, почему отложен ответ на вопрос
- Честно признать, если не знаете ответ на вопрос
- Удостовериться, что ваш ответ на вопрос был понятен

Useful Phrases and Vocabulary for the Question Session

Clarifying questions

- I'm afraid I didn't (quite) catch that.
- I'm sorry, could you repeat your question, please?
- So, if I understood you correctly, you would like to know whether...
- So, in other words you would like to know whether...
- If I could just rephrase your question. You'd like to know...
- Does that answer your question?

Avoiding giving an answer

- If you don't mind, could we discuss that on another occasion?
- I'm afraid that's not really what we're discussing today.
- Well, actually I'd prefer not to discuss that today.

Admitting you don't know

- Sorry, I don't know that off the top of my head.
- I'm afraid I'm not in a position to answer that question at the moment.
- I'm afraid I don't know the answer to your question, but I'll try to find out for you.

Postponing questions

- If you don't mind, I'll deal with/come back to this point later in my presentation.
- Can we get back to this point a bit later?
- I'd prefer to answer your question in the course of my presentation.
- Would you mind waiting until the question and answer session at the end?
- Perhaps we could go over this after the presentation.

Summarizing after interruptions

- Before we go on, let me briefly summarize the points we've discussed.
- So, now I'd like to return to what we were discussing earlier.

- Сайт TED <http://www.ted.com/>
- Блог Радислава Гандапаса
<http://blog.radislavgandapas.com/>
- Сайт для веб-дизайнеров и др.
<http://www.smashingmagazine.com/>
- Сайт и блог Garr Reynold
<http://www.presentationzen.com/>
- Сайт Olivia Mitchell
<http://www.speakingaboutpresenting.com/>
- Блог Алексея Каптерева
<http://kapterev.livejournal.com/tag/presentations>
- Сайт <http://presentationsoft.about.com/>
- Онлайн журнал
<http://www.presentationmagazine.com/>

Вострикова И.Ю. <http://ivostrikova.com>

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