

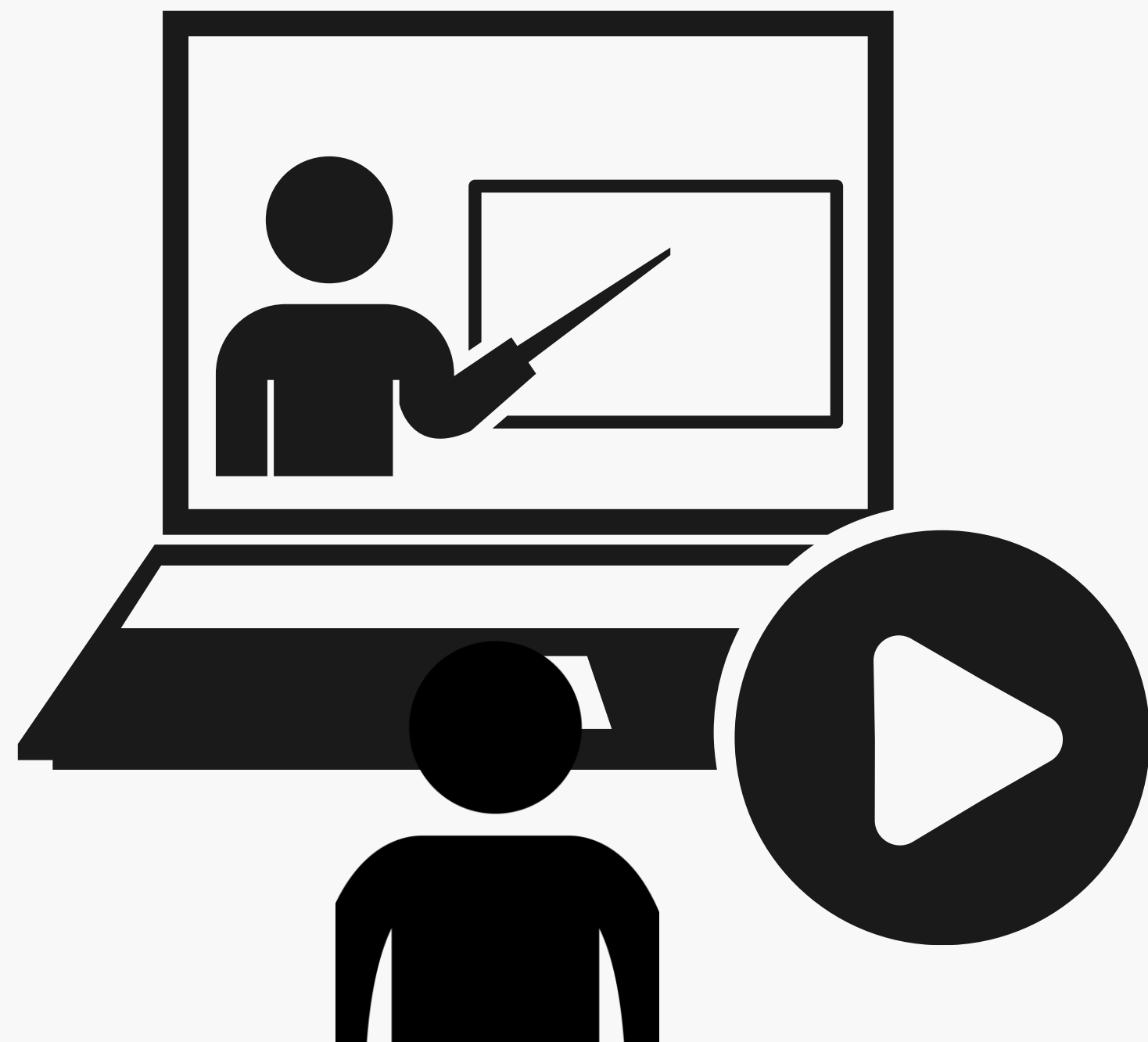
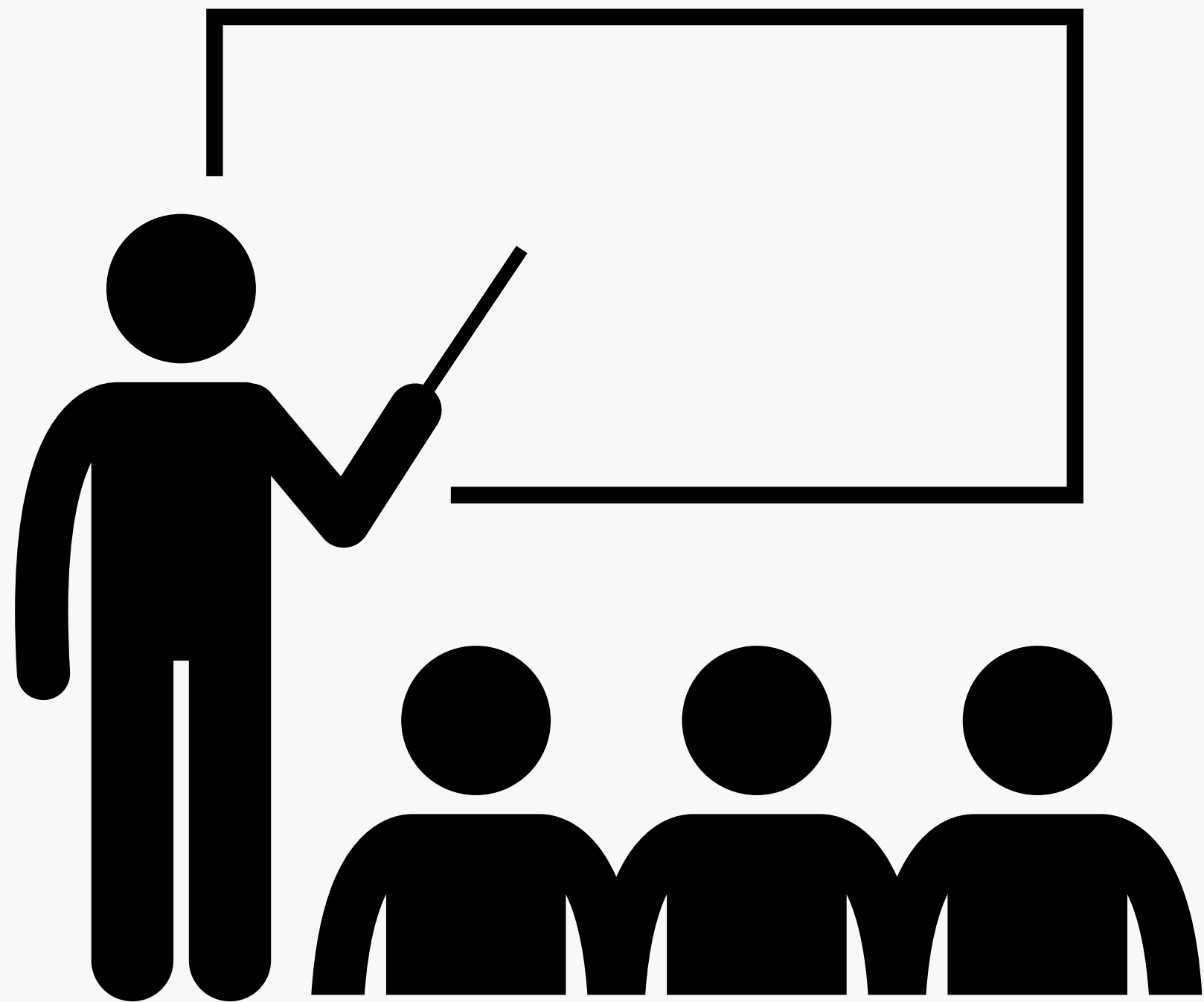


สถาบันภาษา
LANGUAGE INSTITUTE
Chulalongkorn University

Engaging Your Audience: Mastering the Art of Presenting in English

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Presentation Skills

What are skills required for a presentation in English?



Before

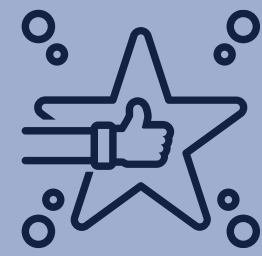


During



After

Before



**Research and prepare content preparation:
Understand your audience; gather accurate information; and structure your content**



Use simple language and prepare a script or speaking notes



Prepare visual aids



Rehearse your presentation



Plan for Interactions: prepare for questions and engagement strategies



Idea Map of a Presentation

Analyze each part



Introduction

- Attention-getter
- Introduction and credibility
- Central idea
- Why presentation is important
- Outline of main points

Body

- Main points presented one by one
- Main points followed by supporting points
- Pauses after points
- Transitions between main points
- References to visuals

Conclusion

- Announce the conclusion
- Summary of main points
- Reference to the introduction
- Thank the audience
- Invite questions

A large, diverse audience of people is seated in a conference hall, many are clapping. The audience is dense, filling the room from the foreground to the back. The lighting is warm, and the atmosphere appears to be one of a successful event or presentation. The text 'Attention-Getter Strategies' is overlaid in the center of the image in a large, white, bold font.

Attention-Getter Strategies

Attention-Getter Strategies

Interesting Story



This Photo by Unknown Author is licensed under CC BY-NC-ND

A story of an interesting, funny, or surprising event. A common mistake speakers make when telling a story is to make it too long, so make sure to keep it short and to the point.

Personal Story



A personal story is when you share your own personal experience. Starting with a story about yourself and helps the audience to connect with you, and also confirms your qualifications to address the topic.

Attention-Getter Strategies

Rhetorical Question



- A rhetorical question is a question that doesn't require an answer.
- Rhetorical questions make people think. This type of question can involve your audience and get people to think about the answer in their own minds. Make sure to pause after asking the question to give your audience time to think.

Audience Surveys



An audience survey is when you ask the audience a yes/no question and have them physically answer. Taking a verbal survey is one excellent opening, because it provides good information and gets the audience involved. Make sure to tell the audience how you want them to answer: raise hands, stand up, etc.

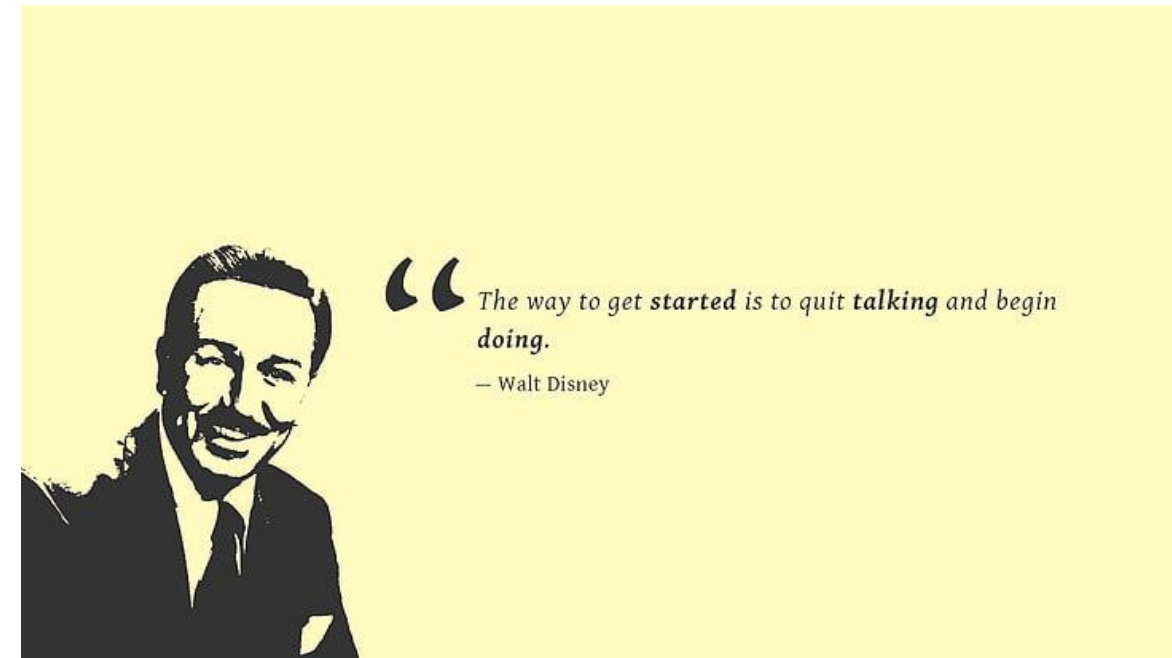
Attention-Getter Strategies

Shocking Statistic



A statistic involves facts and numbers. Choose one that will have an intense impact on your audience to get them to pay attention. Be careful not to use too many statistics at once, because people only remember one or two at a time.

Quotation



Quotations are actual statements, usually made by famous people. They are popular, and people will recognize them. A quotation can focus the attention of your audience quickly, just make sure that it relates to your topic.

Example of Environment-Themed Attention-Getters

"In a recent survey conducted by the National Library Association, a staggering 60% of respondents under the age of 30 claimed they hadn't checked out a physical book from a library in the past year, preferring digital alternatives. How many of you fall into that category?"

Example of Environment-Themed Attention-Getters

"Did you know that, as of last year, there are over 200,000 active book clubs on Goodreads? To put that into perspective, that's more than double the number of public libraries in the entire U.S.!"

Example of Environment-Themed Attention-Getters

"It was once said by Stephen King that 'Books are uniquely portable magic.' But with the surge of digital media, this magic has found new vessels. Let's delve into how these vessels are changing our traditional reading habits."

A photograph of a speaker on a TED stage. The speaker is wearing a yellow blazer and is standing on a red circular rug. To the left, there is a large, illuminated 'TED' sign. In the background, there is a large screen displaying a colorful brick pattern. The stage is lit with blue spotlights, and an audience is visible in the foreground, mostly in shadow.

Useful Phrases for Introduction

Useful Phrases for Introductions

Introducing Self and Establishing Credibility

- First of all, let me begin by introducing myself.
- My name is _____ and I work with _____.
- I work as a _____ (job title) for _____ (work organization).
I've been working there for _____ years now.
- I study _____ (major) at _____ (university). I'm now in my _____ year.
- I work with _____ and I specialize in _____.
- I've been working at _____ for the past _____ years.

Useful Phrases for Introductions

Introducing Self and Establishing Credibility

Example

First of all, let me begin by introducing myself. My name is Caroline Simmons and I work with the Johnson City Public Library. I work as a Senior Librarian for the Young Adults' section. I've been working there for 7 years now. I work with a dedicated team of librarians and I specialize in curating diverse and engaging reading materials for teenagers.

Useful Phrases for Introductions

Introducing the Central Idea

- Today, I'd like to talk to you about...
- My presentation today is about....
- Over the next _____ (length of presentation), I'm going to be discussing...
- I'm here today to inform you about...
- This morning/afternoon/evening I'd like to share my topic...
- In my presentation today I'll be discussing...
- Today I'm going to explain to you...
- What I'd like to present to you today is...
- The subject/topic of my presentation is ...

Useful Phrases for Introductions

Importance of Talk

- Today's topic is important because...
- My talk is more relevant than ever today because...
- As many of you know, this topic is particularly relevant because...
- This topic is very important to all of us because...
- By the end of this presentation you will know/understand/be familiar with...

Useful Phrases for Introductions

Introducing the Central Idea Example

The topic that we are going to discuss today is "The Impact of Digital Media on Traditional Reading Habits." This topic is very important to all of us because in this rapidly evolving digital age, the way we consume information and stories has changed dramatically. It's essential to understand how digital media is shaping our reading habits, preferences, and attention spans.

Useful Phrases for Introductions

Outline of Main Points

- Let me go over the outline of my talk today.
- My presentation will focus on three main points.
- I've divided my presentation into three sections/main points. They are ...
- My presentation will consist of _____ main ideas. Point one deals with _____, point two _____, and point three...
- I'll begin by looking at _____, then I'll move on to _____, after that I'll discuss...
- I'll start off by discussing _____, then I'll move to the second section which is _____, finally...
- I'll end with...

Useful Phrases for Introductions

Outline of Main Points

I'll begin by looking at how e-books and online publications have affected physical book circulation and readers' preferences. **Then, I'll move on to** the influence of social media platforms, like Goodreads and Twitter, on book recommendations and reading communities. **After that, I'll discuss** the rise of audiobooks and podcasts, examining how they've reshaped the ways we consume narratives and information.

A photograph of a TED talk stage. A speaker in a yellow jacket stands on a red circular rug. To the left is a large red 'TED' logo. In the background, a large screen displays a colorful brick pattern. The stage is lit with blue spotlights, and an audience is visible in the foreground.

Body of Presentation

Body of the Presentation: Transitions



What are transitions?

Transitions work as signposts to let the audience where the speech is going to go next. They are brief statements that tell the audience that one idea is ending and another one is beginning. Transitions work to hold the speech together, maintain a smooth and connected flow of ideas, and allow the audience to know where the next portion of the speech will go. They also allow the speaker to clearly state each main point of their presentation at the start of each section.

Examples of Transitions between the Introduction and the First Main Point:



- The first point I'd like to talk about is...
- Let's begin with my first point...
- Let's begin by discussing...
- I'd like to start out with my first main point...

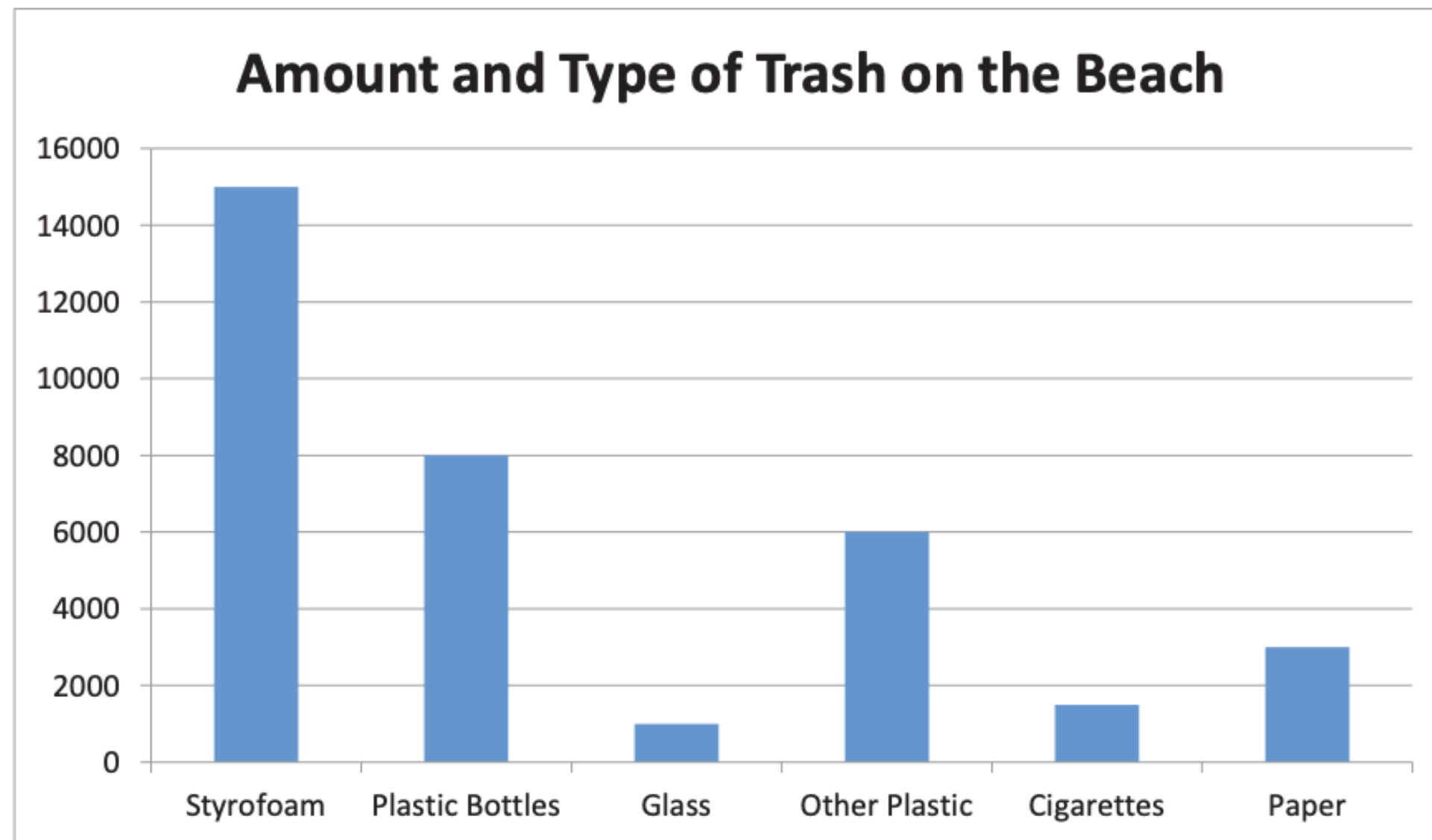
Examples of Transitions between Main Points:

- The next/second/final point that I'd like to talk about is...
- That brings us to the next part...
- Now we come to my second/third/final point...
- That brings me to my next/second/third/final point...
- I'd like to draw your attention to my next point, which is...
- Now that I've talked to you about...let's discuss...
- Let's move on to ...
- Now I'd like to look at...
- The next thing I'd like to talk about is...
- Keeping these points in mind...
- Now that we understand...let's move to my next point...
- This leads me to my next point...



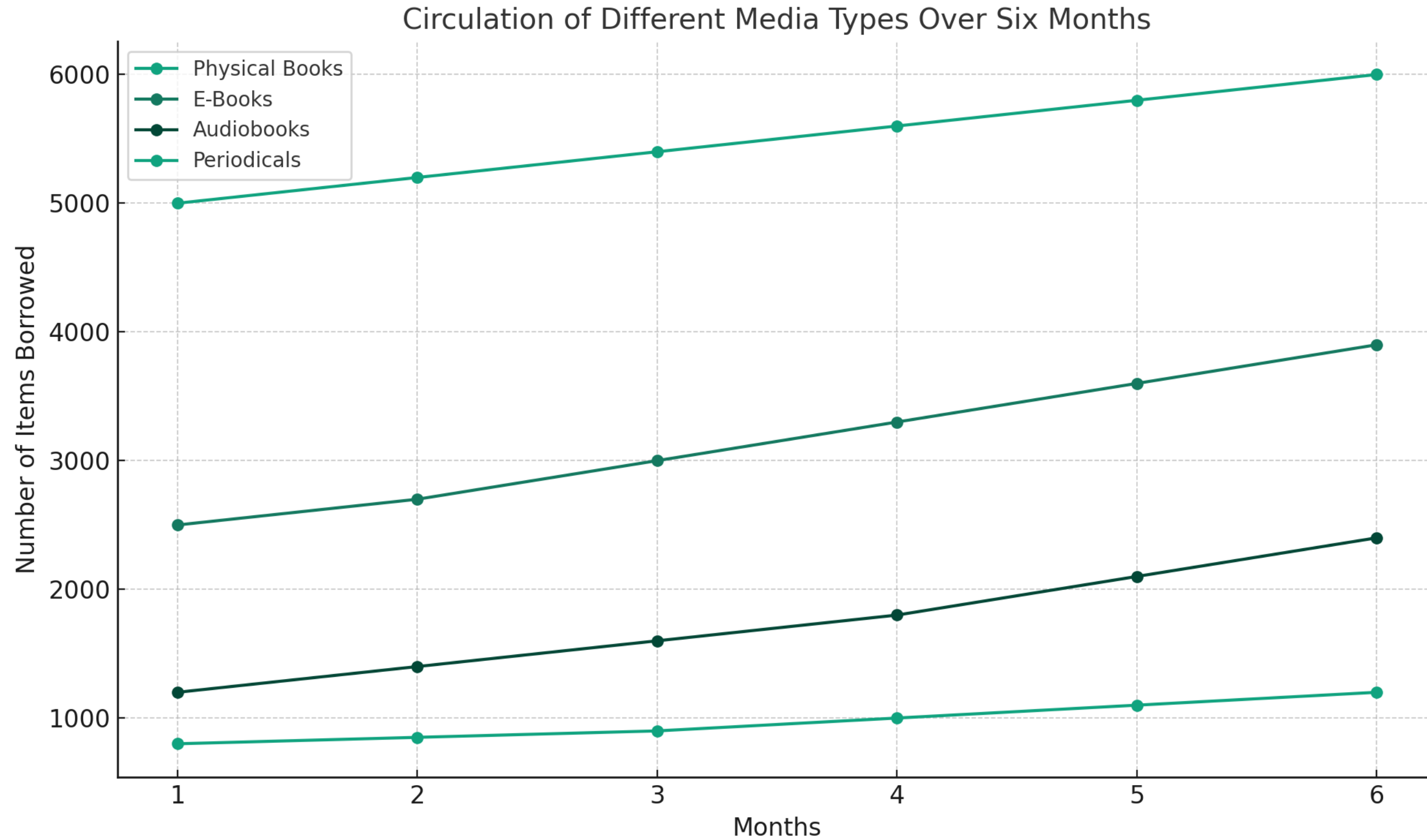
Referencing and Explaining Visuals

Example



“I’ve chosen this graph to show you the types of trash on one of the most popular beaches in Thailand. The data was collected from a one-kilometer stretch of beach over a period of two weeks. The numbers on the side indicate the number of items collected; on the bottom of the graph we can see the different categories of trash. This graph clearly illustrates that littering on the beach and dumping garbage in the water is a major problem that needs to be addressed if we want to keep our beaches clean and safe.”

Referencing and Explaining Visuals



Referencing and Explaining Visuals

Example


" The line graph depicts the circulation of different media types over a period of six months in one of the largest metropolitan libraries in New York.

As illustrated, while the circulation of **physical books** shows a modest increase, there's a more pronounced growth in the borrowing of digital media, especially **e-books**.

Audiobooks also show a significant rise, indicating a growing preference for this format.

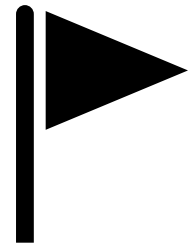
Periodicals, although less popular than the other forms, exhibit a steady growth in circulation.

This trend underscores the necessity for libraries to continue adapting their offerings to meet the evolving preferences of their patrons, ensuring access to various media types while still promoting traditional literary resources. "

A photograph of a speaker on a TED stage. The speaker is wearing a yellow jacket and is standing on a red circular carpet. To the left, there is a large, illuminated 'TED' sign. The background features a large screen displaying a colorful brick pattern. The audience is visible in the foreground, seated and facing the stage. The text 'Conclusion of Presentation' is overlaid in large white letters across the center of the image.

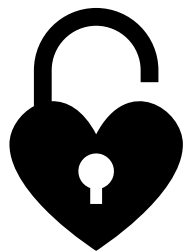
Conclusion of Presentation

Parts of a Presentation: Conclusion



Announce a conclusion

- *This brings me to the end of my presentation.*
- *That completes my presentation.*
- *That covers everything that I wanted to talk about today.*



Summarize the Key Points

- *I'll briefly summarize the main points that I talked about. First...Then...Finally...*
- *Let's review what I just talked about.*



Refer Back to the Introduction and Main Idea

- *In conclusion, I'd like to remind you ...*
- *As I said at the start of my presentation...*
- *I hope that you now understand...*



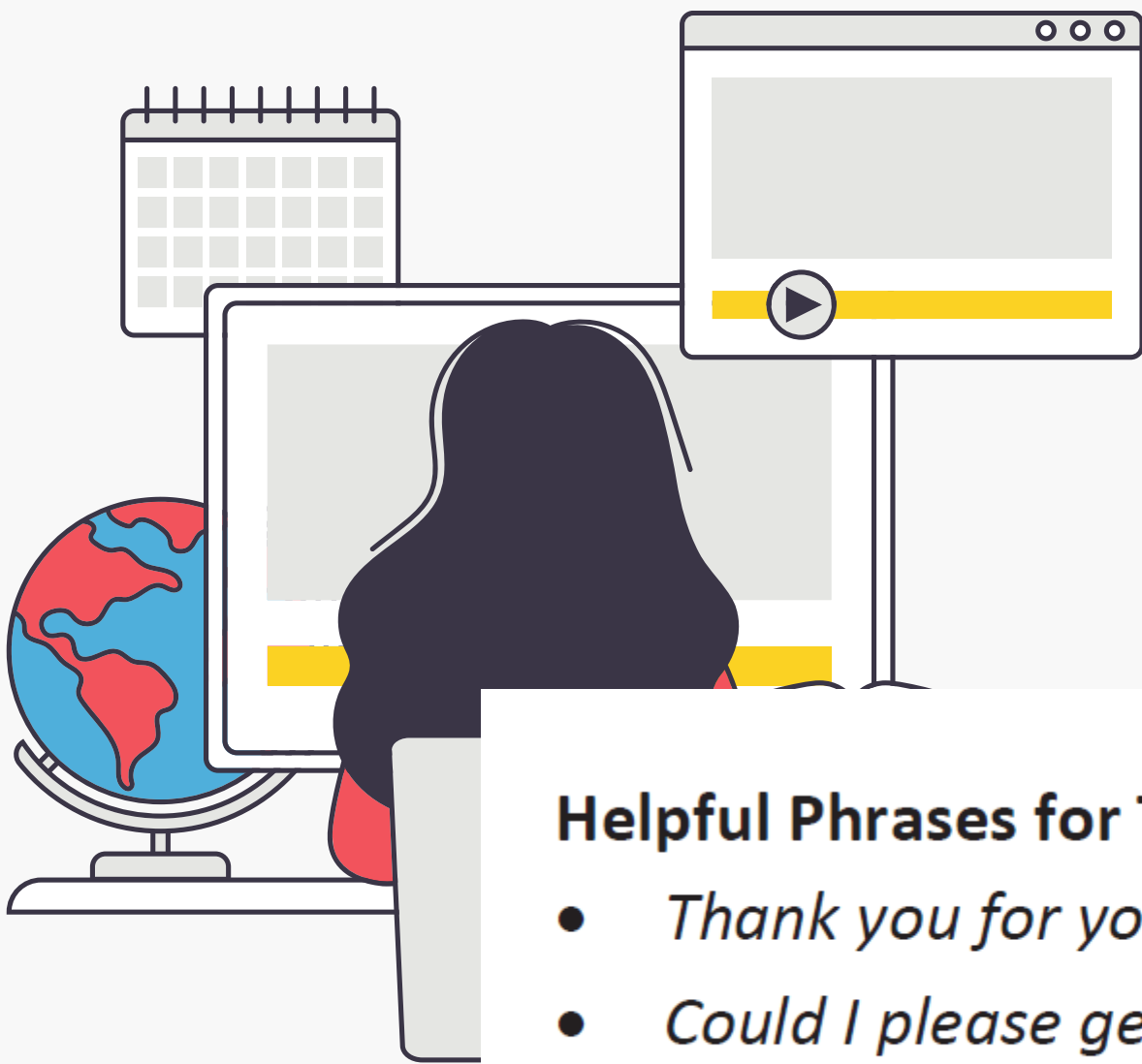
Thank the Audience

- *Thank you for your attention.*
- *It was pleasure talking to you today.*
- *Thank you so much for listening to me today.*



Invite Questions

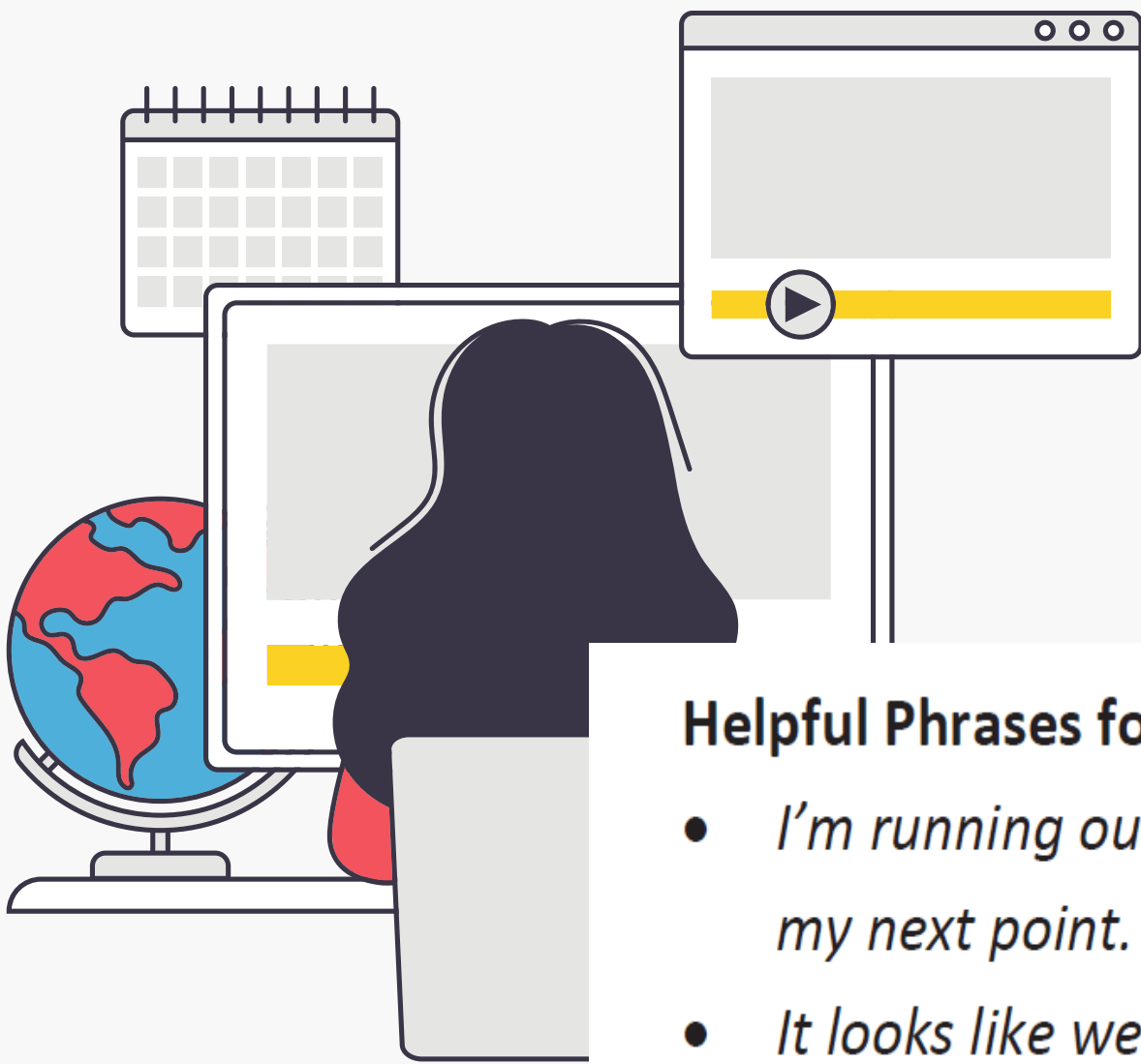
- *Does anyone have any questions?*
- *I'd be happy to answer any questions at this time.*



Helpful Phrases for Technical Failure:

- *Thank you for your patience; we'll begin in one moment.*
- *Could I please get some tech support?*
- *Excuse me, could someone from tech support assist me?*
- *Would someone mind stepping out and letting an organizer know that we need some tech assistance?*
- *I apologize for the tech issues; I'm going to continue my presentation without my PPT/mic/video.*
- *Thank you for your patience; I'm going to do the best I can without my PPT/mic/video.*
- *Please hold on one moment while we fix this problem.*

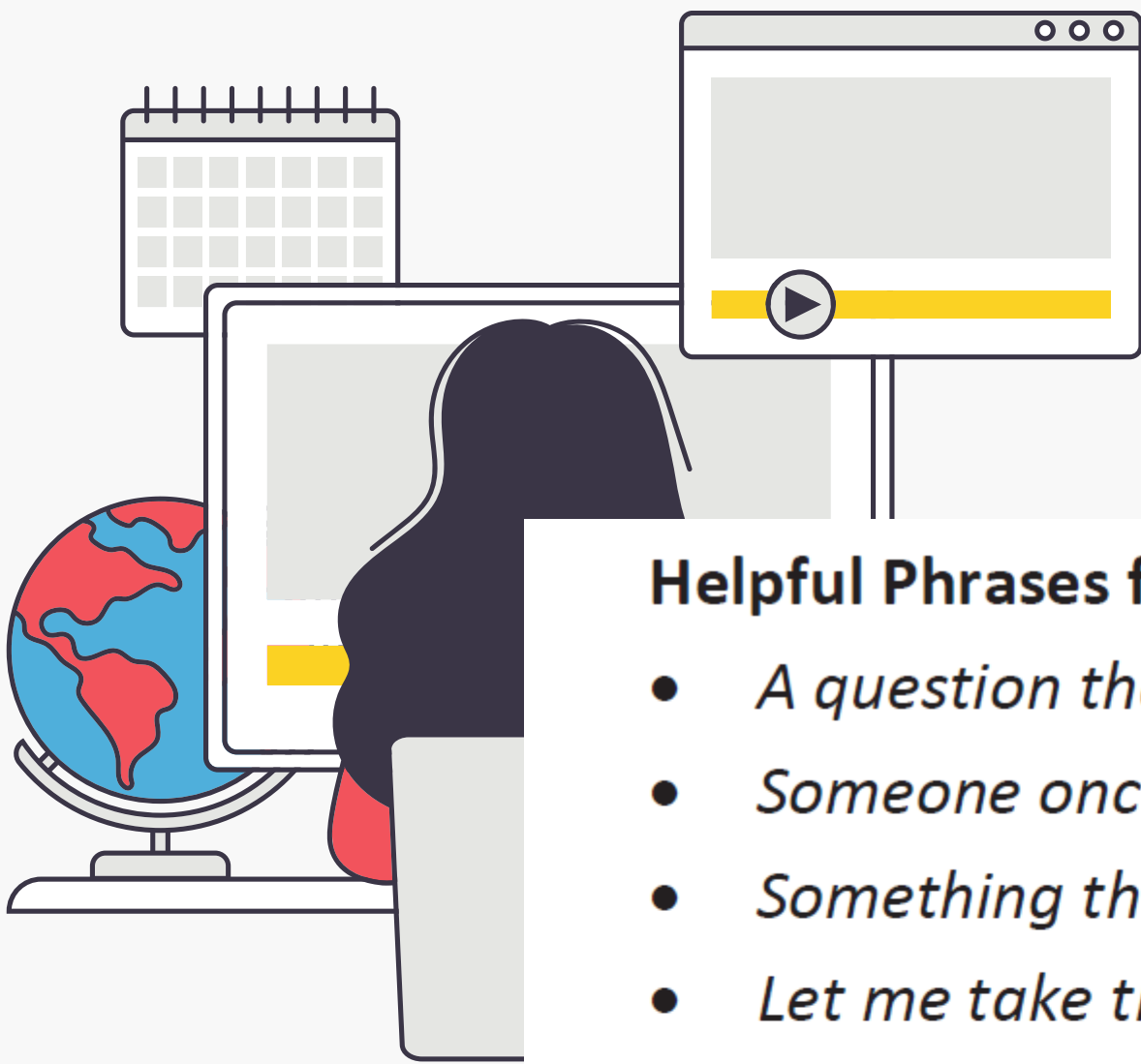




Helpful Phrases for Running out of Time:

- *I'm running out of time, so I'm just going to cover the highlights of my next point.*
- *It looks like we're a little short on time, so I'm going to quickly touch on the main ideas.*
- *I'm going to skip this next slide so that we can get to the final main point.*
- *I appear to be running out of time, so I'm going to move to my conclusion.*
- *In order to finish on time, I'd like to move us to the end of my presentation.*





Helpful Phrases for Finishing Too Soon/No Audience Questions:

- *A question that I hear a lot is...*
- *Someone once asked me...*
- *Something that a lot of people have questions about is...*
- *Let me take this opportunity to ask you all...*
- *I have a few questions that I would like to ask...*
- *I'd like to take advantage of this time to ask you all...*
- *Does anyone have any thoughts that they'd like to share?*
- *Has anyone in here ever had a similar experience that you'd like to share with us?*
- *Since we have a little extra time, I'd like to tell you about...*
- *An example that I'd like to share with you is...*
- *Could everyone turn to the person next to you for a moment and discuss what you just heard?*
- *Please turn to the person sitting next to you, and share your thoughts on the presentation.*



Reference:



<https://th.usembassy.gov/education-culture/regional-english-language-office/>



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