



How to make and
deliver

Oral Presentations

Outline

1. Oral Presentations: what, when and why
2. Steps to plan and structure an OP
3. Language
4. Visual aids

1. What, when and why

o What?

- o Specific text type
- o Specific structure

o When?

- o Any time you have to deliver a well organized talk about a specific subject
- o At school, at university, in business meetings

o Why?

- o The structure and language help you organize what you want to say and maximize the time available

2. Steps to plan and deliver and OP

- Choose a subject and do some research
 - Find anything you can about the subject you want to speak about
- Consider the time available
 - Select what you have found: you can't say everything
- Organize your talk
 - Split what you have found into 3 or 4 subtopics and link them well:
 - Firstly / First of all...
 - Secondly / Then / Next...
 - Thirdly / And then we come to...
 - Finally / Lastly / Last of all...

3. Language ⁽¹⁾

- o It is an ORAL presentation, so...
 - o it must be spoken language (not written). Differences (1)

Oral language

- Shorter sentences
- Simpler vocabulary
- Simpler arguments
- Personal style

Written language

- Long sentences
- Complex vocabulary
- Complex arguments
- Impersonal style

3. Language ⁽²⁾

o Differences (2)

<i>Tense</i>	<i>Active</i>	<i>Passive</i>
present simple	I think	It is thought
present continuous	We are discussing	It is being discussed
present perfect	The boss has said	It has been said
past simple	John called a meeting	A meeting was called
future	I will refer to this later	This will be referred to later.

3. Language ⁽³⁾

- o Differences (3)

- o **Personal pronouns**

- o Active verbs use personal pronouns :

- o *I think... / We are working on...*

- o **Reference to the audience**

- o As I'm sure you know...

- o We have all experienced...

- o You may remember...

- o As I'm sure we'd all agree...

3. Language ⁽⁴⁾

Exercise

The following pairs of verbs have the same meaning, but which one is less formal?

- o 1. to acquire to buy
- o 2. to pull into action to implement
- o 3. to remunerate to pay
- o 4. to reduce to cut down
- o 5. to get into to access

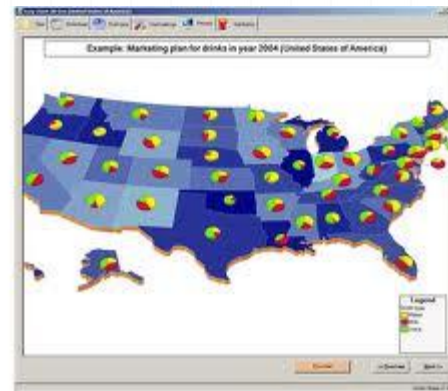
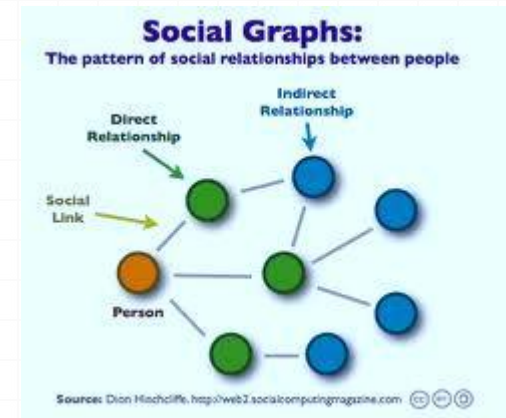
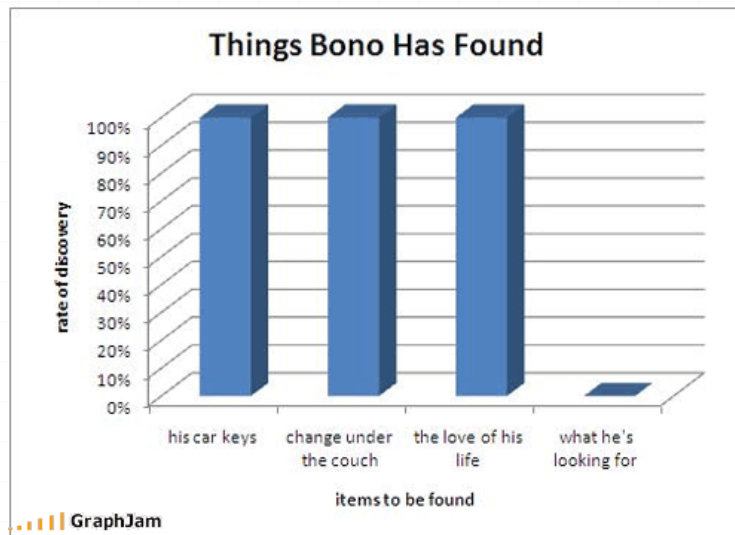
4. Visual aids (1)

o Pictures



4. Visual aids (2)

○ Graphs



4. Visual aids ⁽³⁾

- o Anything that can help your audience follow what you are saying
- o But... don't overcrowd your slides
 - o don't put too many pictures
 - o don't put too many words
- o Be clear and concise
- o Think about your audience: they must be able to follow you.

Mistake (1)

Can you see anything?



Mistakes (2)

Can you read anything?

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Mistakes (3)

Learn the secrets you (really) need to know.

ONE MORE THING...

How does a huge company go from the brink of bankruptcy to worldwide success and 1000% stock growth seemingly overnight? The answer is simple, yet surprising:

Better Marketing. And the company is Apple.

This eBook teaches you 3 of the most important Apple-style marketing tips and tricks you can apply to help your business. Learn some of the marketing secrets that propelled Apple from the backwaters of the PC market to the worldwide leader in consumer electronics, music, video and mobile. Everyone - not just marketers - will benefit from these simple rules.

This eBook is a free public service from a former Apple employee and current practitioner of MarketingApple viral marketing. Please share this eBook with all your friends and visit

www.MarketingApple.com to learn more and post your comments and ideas for the community.

Together we'll build a valuable resource to help everyone market as well as Apple.

- Steve



ABOUT STEVE.

- ★ Steve M. Chazin joined Apple in 1991 and managed a strategic partnership between Apple and the Harvard Business School - resulting in HBS standardizing on the Apple PowerBook in 1993. Steve was one of Apple's top Systems Engineers and Apple's Sales Executive of the Year for both 1994 and 1995 - the statue shown on this page and on page 2 commemorates that accomplishment.
- ★ In 1997, Steve Jobs asked Steve to help him rebuild Apple's Education marketing efforts and reconstitute the Apple University Consortium. As such, Steve was part of the team that brought the iMac to market and helped return the company to profitability by 1999. Steve's first-hand knowledge of how Apple turned the company around by better marketing is briefly described in this eBook. Steve is working on a more detailed book and seeking an interested publisher.
- ★ Steve has applied his MarketingApple-style techniques to achieve success for Accenture, Avid Technology, Adesso Systems, Bowstreet, IBM, Digidesign, Dupont, M-Audio, Microsoft, Pinnacle Systems, Softrags, Raytheon and United Technology. Steve is currently VP Marketing for TubasNow.com.

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STEVE CHAZIN

Summary

1. Oral Presentations: what, when and why
2. Steps to plan and structure an OP
3. Language
4. Visual aids

Conclusions

- Oral Presentations are a very useful tool to communicate complex messages
- Choose a subject and do some research
- Organize it well
- Think about your audience, not about yourself