

5B

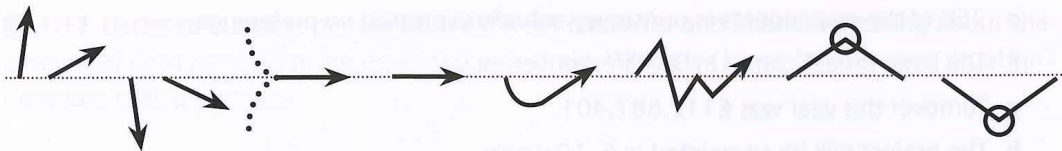
Facts and figures



As a presenter, nothing commands like credibility. This is especially true when it comes to presenting data. Audiences that are analytical, scientific or engineer-minded tend to look at the data with a sceptical eye – it's what they're trained to do, after all. If your data has been boiled down or clarified too much, they may feel it has been manipulated, has become 'marketing data' or is no longer substantial. To prevent these assumptions, avoid decorating your data; ornamentation can detract from credibility.

Nancy Duarte, Duarte Design

- 1 Nancy Duarte is one of the world's leading presentation designers. To what extent do you agree with her that there's such a thing as 'technical data' and 'marketing data'?
- 2 What kind of audiences do you typically have to present to?
- 3 Being able to accurately describe trends is an important part of presenting data. Brainstorm all the verbs you know to describe the following trends:



Which of the verbs you came up with can be converted into nouns?

- 4 When you want to give your audience an idea of the scale, speed and significance of the trends you're describing, you need to use modifiers. Add the modifiers in the box to the chart according to their function. Some of them may serve more than one function.

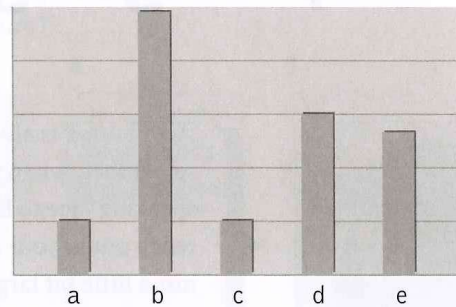
substantial disappointing massive rapid encouraging slight
marked alarming modest huge moderate tremendous
disastrous sudden significant fantastic sharp enormous
gradual steady marginal considerable dramatic

Scale BIG OR SMALL CHANGE?	Significance GOOD OR BAD CHANGE?	Speed FAST OR SLOW CHANGE?
++	++	++ <i>sharp</i>
+ <i>marked</i>	+	+
-	-	-
--	-- <i>disastrous</i>	--

- 5 With a partner, write descriptions of this simple bar chart using the expressions in the box.

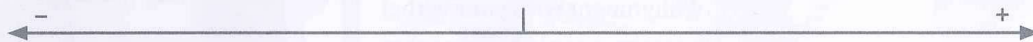
Example: *D is marginally higher than E.*

marginally higher than (just) as high as
by far the highest almost as high as
not quite as nowhere near as high as
more or less the same
considerably higher than equally high



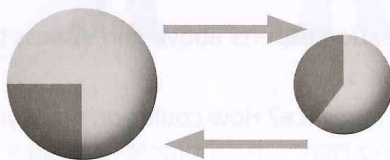
- 6 Put the following phrases in order from a large decrease to a huge increase:

a more than doubled b almost halved c nearly tripled d increased tenfold
e quadrupled f fell by a third g increased three and a half times

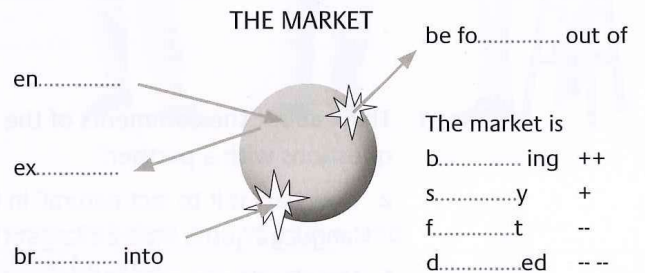


- 7 Complete the key words below for describing markets and market share.

An inc..... share of a shr..... market.



A dec..... share of an exp..... market.



- 8 1.22 Write the missing prepositions in the presentation extracts below. Then listen and check.

The ad had an immediate impact. In January our CT rate went up 2½% just ½% 3% – an amazing six-fold increase!

Then in February we saw a drop 1¾ just 1¼%.

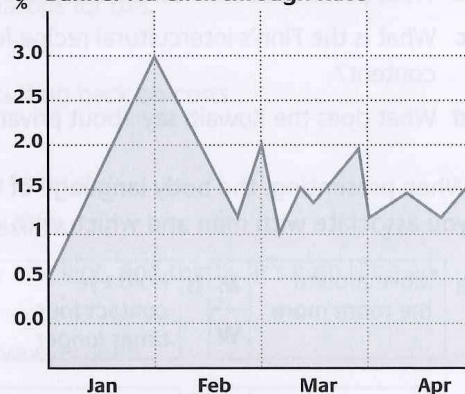
But that's still well average.

In March the figure fluctuated a high 2 and a low 1%.

Finally, in April it hovered 1½% to finish up a little that by the end of the campaign. All in all, an excellent response!

Online Advertising Campaign

% Banner Ad Click-through Rate



- 9 Turn to page 85 to practise presenting different kinds of numerical and graphic information. You can evaluate your performance using the feedback form on the website.