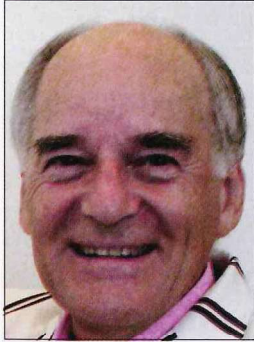


1A Opening and closing



People tend to remember openers more than any other part of a presentation, except perhaps for the closing remarks.

Andrew Leigh, Maynard Leigh Associates, www.maynardleigh.co.uk



The secret is: have a good beginning, a good ending and keep them as close together as possible!

George Burns, actor and comedian

- 1 What's more important in a talk: how you start or how you finish? Which do you find more challenging? Compare with a partner.
- 2 According to communication expert Andrew Leigh, there are four stages to opening a presentation. He calls these the A, B, C and D of openings. What do you think those letters stand for?
 - 1 Capture your audience's interest instantly = A _ _ E _ T _ _ N
 - 2 Explain what they will gain from the talk = B _ N _ F _ T
 - 3 Show them you have the authority to speak = C _ _ D _ B _ _ _ _ Y
 - 4 Give them a route map of the presentation = D _ R _ _ T _ _ N

- 3 Now match the openings below to the stages in 2. There are two openings for each stage.

a

In the 60 minutes it will take me to give this presentation, 7,000 US businesses will go bust.

b

In my 15 years in Silicon Valley I've learned quite a bit about managing risk.

c

Somebody once said: 'a brand is a promise'. But what happens when that promise is broken?

d

By the end of this morning's talk you'll know how to say 'No' and feel good about it.

e

My presentation this afternoon is in three main parts. Feel free to interrupt as we go along.

f

What I hope you'll get from this afternoon's session is a clearer idea of how CRM works.

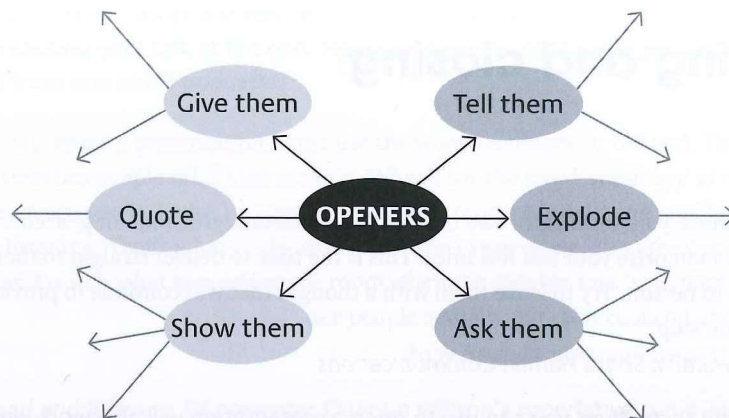
g

I was fortunate enough to be part of the team at VW that developed the original Golf GTI.

h

Today we're looking at options A and B. And I'll be happy to take questions at the end.

- 4 What ways are there of capturing your audience's interest right at the start of a talk? With a partner complete the mind map opposite, using the phrases in the boxes.



a photograph or cartoon
 a problem or puzzle
 somebody well-known a video
 a surprising fact or statistic
 a news headline

a question a joke
 a popular myth
 to raise their hand
 a story or anecdote
 to talk to a neighbour

5 **1.02** Listen to the openings of five different presentations. After each extract discuss the questions below with a partner.

Extract 1: What two pieces of information does the speaker open with? Did they surprise you? In two words, what's his presentation going to be about?

Extract 2: What popular myth does the speaker explode? What two examples does she give to support her case?

Extract 3: What does the speaker ask her audience to do? She draws an analogy between backing up your hard disc and going to the dentist. What's the similarity?

Extract 4: The speaker introduces the subject of competitiveness in three ways: a quote, a joke and a task. Which works best for you?

Extract 5: How does the speaker show his audience that he really understands their business? How does he introduce his company?

6 Which openings in 5 do you find the most effective?

7 Some of the presentation openings you've just listened to are listed below. Write in the missing words.

imagine joke know like misconception raise said turn

- a Did you that ...?
- b Could I ask you to your hand if you ...?
- c Could you to a partner and discuss ...?
- d Just what it would be like to ...
- e I think it was ... who
- f There's a common that ...
- g My favourite about that is ...
- h How would you to be able to ...?

8 Write an ABCD opening for a presentation you might give and present it to the rest of your group. If you like, use one or more of the expressions in 7 to gain your audience's attention.

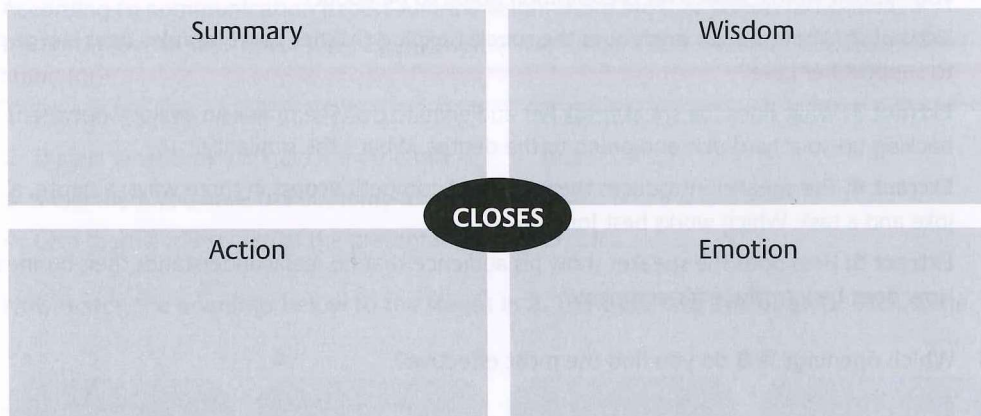
1B Opening and closing



Try to make your last line or two truly eloquent, meaningful, touching, accurate and wise. Always memorise your last few lines. This is the time to deliver straight to them: eye to eye, person to person. Try to leave them with a thought that will continue to provide an echo after you stop.

Sonya Hamlin, Sonya Hamlin Communications

- 1 Many of the techniques you can use to open a presentation will also work well to close one. But this is your last chance to get your message across. How far do you agree with what Harvard Law School presentations coach Sonya Hamlin has to say about closing a talk?
- 2 1.03 Listen to the closing moments of four presentations and number the techniques in the order you hear them.
dramatic summary famous wise words call for action heart-felt message
- 3 In your opinion, which of the closes in 2 does best what Sonya Hamlin says it should do?
- 4 Group the expressions according to which closing technique they can best be used for.



- a Let's take a look back at what we've spoken about this morning.
- b I'm reminded of the words of ...
- c Now let's get out there and ...!
- d If you take just one thing from this talk, take this ...
- e In the end, this is what matters
- f Here, at a glance, are the main points I've made ...
- g So, how to sum up?
- h I'm counting on you to ...
- i We have a saying where I come from ...
- j So what does all this really mean for you – personally?
- k In a nutshell, then ...
- l In the famous words of ...
- m So, next time you ..., remember to ...

- 5 Communication skills trainer and bestselling author Andy Bounds has some useful advice about summarising your talk at the end. How could you avoid the danger he describes in this extract from one of his podcasts?

When you prepare a presentation, don't use the word 'summary' at the end. The word 'summary' switches people off. Think about it. When I say the word 'summary' at the end of this podcast, you'll think 'Oh, right, he's going to repeat himself' and you'll click off and stop listening. That's what I'd do. And if you don't believe me, sit at the back of the seminar and watch what happens to the room when the speaker says 'summary'. You'll

see people actually put their coats on and leave.

Andy Bounds, communications expert



- 6 1.04 Read and listen to TV presenter Quentin Willson's superlative summary of the E-Type Jaguar. Think of another glamorous and brilliantly designed product you admire (a fashion item, a smartphone, a perfume, a motorbike) and use the same basic framework in bold below to sum it up to a partner.

So, how do you sum up a car like this? **I could tell you that** it was the making of Jaguar, **that** it was the first car to be mathematically designed **and that** even Enzo Ferrari said that it was the one car in the world that he wished he'd made. **But that** would be to sell it short. **It was, is and always will be** a poem in steel **and** agonisingly pretty. **The E-Type is quite simply** the most beautiful car **in the world.**

Quentin Willson, TV presenter



- 7 1.05 Listen to the opening and close of a presentation about presenting. The presenter is using a technique called 'The Loop'. How does it work? Why is it so effective?
- 8 With a partner, prepare the opening and close for a simple product or service presentation and present them to the rest of your group. Turn to page 78 for product and service ideas or use an idea of your own. You can evaluate your performance using the feedback form on the website.

Additional materials

1B Opening and closing

8 **OPEN-AND-CLOSE PRESENTATION** With your partner, choose one of the companies below and prepare to present your product or service to the rest of your group, who are your prospective clients. One of you should open the presentation and the other should close it. In your opener, try to use some of the techniques you have studied to:

- capture your audience's attention
- tell them what's in it for them
- establish your credibility and expertise
- preview some of the features and benefits of the product or service.

Then, miss out the main body of the presentation and fast forward to your conclusion to:

- briefly summarise your main points
- explain what you'd like your audience to do
- close in a memorable way.

See if you can perhaps link your opening to your close to create a 'loop'. And try to avoid the word 'summary'!

Cocoon MRI Systems

Magnetic resonance imaging is a standard diagnostic tool in today's hospitals. But for many patients having to lie perfectly still in an MRI scanner for up to half

an hour at a time can be highly stressful. For such patients the Cocoon creates a calming virtual environment. The fully customisable system provides a wide range of relaxing ambient settings – from rainforest to coral reef to Himalayan snow peak. Ceiling-mounted 3D video screens and surround-sound audio capability leave the patient feeling totally rested and refreshed at the end of their scan. That's the Cocoon experience.



The Avenir Consultancy

The Avenir Consultancy is your company's access point to a network of some of the world's largest databases of global business intelligence. Working with one of our expert scenario planners and Avenir's own highly sophisticated computer simulation software, plot the trends likely to affect your business over the next decade, explore different commercial, economic and political scenarios and get a detailed digital profile of your company ten years into the future! Take strategic planning to the next level. At Avenir we have a word for it. We call it Tomorrow-ology.



Smart Fabrix Inc.

Using microscopic LEDs and cutting-edge fibre-technology, SmartFabrix has designed a range of light-emitting garments that can display multi-coloured graphics and animations without compromising wearability. By linking the luminous clothing to a PC or smartphone visuals can be modified to suit the wearer's mood and keep up with the latest urban fashions. Commercial applications include programming promotional messages into the clothes to turn their wearers into highly effective walking advertisements! Just follow the light.



Uneededanerd.com

More than just an IT support service or helpline, a year's subscription to **uneededanerd.com** provides you with an instant videoconferencing link from your PC or Mac to 'nerd central' where our resident nerds will sort out computer problems big or small online on a pay-per-solution basis, offer impartial advice on hardware and software selection or even coach you in the use of the latest Web 2.0 and multimedia applications. In a full-scale emergency a nerd crash-team is on call 24/7. You need a nerd? You need us!



2A Smooth structure

- 5 THE SIGNPOST MAZE Work with a partner. You are going to play a game to practise using signpost language.

Enter the maze below and take it in turns to speak using the signpost notes to help you. One of you should take the grey squares and the other the blue. Follow the arrows until you reach the exit. Then swap squares and see if you can find a different route.

If you can't think of what to say, you lose a point!

Once you're used to the game, try just looking at the notes in each square as you play and then standing up to speak.

The situation is: a presenter is reporting to his/her superiors on an intercultural project he/she is involved in.

ENTER				
Then • like • talk you through • main phases • project	First • briefly • going • give • some background	Like • start off • outlining • main goals today	First of all • going • give • brief overview • project	Then • like • fill you in • some • details
But before • start • let • ask • question	Let's move on • subject • planning	Turning • moment • question • schedules	Moving on • some • initial problems • faced	By • end • talk • hope • clearer idea • progress • made so far
So • next question • how did • deal • cultural differences?	If • could just digress • moment here	Just • return • main point • a minute	This leads us • question • virtual teams	Perhaps • should just expand • that a little
We'll • coming on • this later	Going back • what • saying earlier	I'll • saying more • this later on	This brings us • question • budgeting	Like • take • moment • talk • logistics
Closing • just like • summarise • some • main points • looked at	OK, well • brings me • end • presentation • thanks very much	Conclusion • general • been • very successful project	OK, so • looked • logistics • let's finish • talking • next phase	Any questions • like • ask • this point?
EXIT				