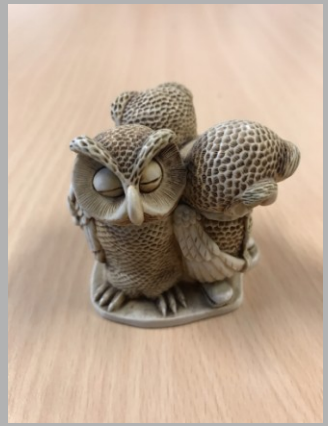


SWEUS

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Effective Introductions & Conclusions: Structure And Style

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IN THIS WORKSHOP

- Brainstorm: *What is your experience of presenting?*
- Introductions (*TED Talks*)
- Conclusions: *dos and don'ts*
- Anecdotes
- Over to you: *a practice activity*
- Evaluation and feedback

SOME EXAMPLES

Watch these openings to five **TED** talks (**T**echnology, **E**ntertainment, **D**esign) How does each speaker start the presentation? .What technique or strategy does each use?

https://www.ted.com/talks/dan_pink_on_motivation

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are

https://www.ted.com/talks/richard_st_john_success_is_a_continuous_journey#t-41893

https://www.ted.com/talks/susan_cain_the_power_of_introverts

https://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen

SOME TIPS FOR INTRODUCTIONS

- **Establish a good relationship with your audience**
- **Know the audience:** *who are they? What do they already know?*
- **Get your audience interested:** *story, a picture, an interesting fact, a question*
- **SHOW YOUR OWN ENTHUSIASM**
- **Explain something about yourself and your experience** (*unless a moderator has introduced you*)
- **Set out the content of the presentation:** theme, outline, etc.
- **Be clear about your goal for the presentation**
- **The questions problem!**

CONCLUSIONS: DOS AND DON'TS

- **DO**
- Realise that the end is as important as the beginning
- Allow time for questions
- Think about a “second conclusion”
- Give your presentation a rounded ending
- **DON'T**
- just stop!
- “umm” and “err”: *prepare for possible questions*
- ignore the questioner: *think of strategies to answer*
- **PANIC**: *body language*

ANY ANECDOTES?

**Who would like to share any
positive or negative
experiences of introductions
or conclusions?**

A PRACTICE ACTIVITY

Introducing and concluding a short presentation

WHAT? & HOW?

Groups of 2 or 3. Prepare the introduction and conclusion to a presentation on one of these topics. Use strategies to engage the audience . Time your introductions and conclusions to **3 minutes (in total)**. Be prepared to “perform” to the group.

- *starting a new job*
- *moving to a new house*
- *preparing for a job interview*
- *giving new students advice about life at university*
- *giving advice to someone traveling to Europe for the first time*
- *making the right career choice*

WORKSHOP EVALUATION & FEEDBACK

- **Some useful links:**

- <https://www.speakconfidentenglish.com/3-steps-introduction/>
- <https://www.wikihow.com/Introduce-a-Presentation>
- <https://business.financialpost.com/business-insider/7-excellent-ways-to-start-a-presentation-and-capture-your-audiences-attention>
- <https://www.ethos3.com/2014/12/the-best-way-to-end-a-professional-presentation/>
- <https://scientific-presentations.com/2010/02/01/the-conclusion-traps/>
- <https://www.presentationload.com/thank-you-slides.html>