

How to deliver a presentation

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reading your presentation

- + feel more confident
- + give accurate details
- + can sound almost natural when rehearsing intonation often enough
- lack eye contact with the audience
- tends to be impersonal
- look formal
- risk being monotonous

memorising your presentation by heart

- + routine
- + learn new words & fixed expressions
- does not sound very natural
- tend to stop whenever one word is missing
- impossible for long presentations

using a script / notes / mind map

- + can remember the structure more visually
- + may identify key points better
- gives less confidence
- more dependent on language
- need to improvise more
- = ultimately the optimum approach

preparing comments to a slide

- + use a question to prepare each title / headline
- + rephrase the question [possibly using synonyms]
- + answer the question in a pyramidal way [from most to least important argument]
- + use bullet points with verbs and key words [no subject, few adjectives]
- + focus on disparities & unexpected trends

typical mistakes & solutions

- try to say everything [it's not the point of a presentation!]
- overload slides with details
- + anticipate questions of the audience & answer them with your comments

- describing too much
- repeating the same information as can be seen in the slide
- + convince rather than describe [use conjunctions like 'because, therefore...']

- writing a sophisticated text which you will read with difficulty to the audience
- + rehearse & record yourself

