

Presentation Guidelines

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Introduction

- Introduce the title of the topic
 1. 4W approach:
 - your introduction should answer the following questions: What, When, Why, Who?
 - make room for a brief self-introduction [use 'pack shot introduction' if relevant]
 2. **TOPIC INTRODUCTION**
 - Ladies & Gentlemen, I would like to present [topic] which comes from [article / excerpt / meeting]***
 3. Give the title of each part
 - Possible narrative patterns:
 - Argumentation for & against,
 - Advantages & Disadvantages,
 - SWOT: Strengths, Weaknesses, Opportunities, Threats

 - Hints:
 - alternate the use of 'I, you, we'
 - avoid excessive use of 'will'
 - avoid descriptive enumeration
 4. **BREAKDOWN OVERVIEW**
 - We **shall** today consider the following issues [PARTS]
 - We **will** begin with [PART]
 - We **are going** to have a look at [PART]
 - We also **need** to focus on [PART] **so as to** understand exhaustively [topic title]
 - **In order to** assess [issue at stake] one **should** bear in mind [PART]
 - **When** estimating the competitiveness of [topic / company] you **must** deal with [PART]
 - **If we want to** appreciate the role of [topic] we **ought** to concentrate on [PART]

Transition

Ladies & Gentlemen, we shall first talk about [part 1]

Part 1 [arguments for]

- Play the Kangaroo on part 1
 1. Hint:
explain your narrative path
e.g. from example to generalisation, past to present
 2. **PART 1**
Indeed, it seems that...

Transition

Ladies & Gentlemen, we shall now describe [part 2]

Part 2 [arguments against]

- Play the Kangaroo on part 2
 1. Avoid:
repetition of 'and', over-use of a numbered list, eg. first, second, third, fourth
 2. **PART 2**
We can observe that...

Transition

Ladies & Gentlemen, please let me draw your attention to [part 3]

Part 3 [other viewpoints, opportunities]

- Play the Kangaroo on part 3
 1. Hint:
to make your narrative clear don't forget to reference arguments directly to the topic's title
 2. **PART 3**
What's more, we can notice that...

Transition

Ladies & Gentlemen, let's now draw some conclusions

Conclusion

- Reformulate conclusions [parts 1 - 2 - 3]
 1. Hint:
don't use weak words & constructions, eg. I think, important, interesting
 2. **CONCLUSION - SUMMARY**
As we have seen, it is clear that [conclusion part 1]
However, one should bear in mind [conclusion part 2]
Furthermore, we have also taken into account [conclusion part 3]
 3. Draw a general conclusion
 4. Proffer some recommendations
 5. **Conclusion - GENERAL CONCLUSION**
Therefore, I should like to conclude by saying that...
 6. Open to a related issue
 7. **CONCLUSION - CLOSING**
I would like to add that we could also examine [next topic]
Have you got any questions?