



# Presentation Guidelines

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## Introduction

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- 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

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

### Part 1 [arguments for]

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- 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

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

### Part 2 [arguments against]

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- 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

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

### Part 3 [other viewpoints, opportunities]

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- 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

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*Ladies & Gentlemen, let's now draw some conclusions*

## Conclusion

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- 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?*