

PROGRESS TEST 2 – PRESENTATION

PART A: LISTENING

Task 1: Listen to a talk about presentation tips and fill in the blanks with NO MORE THAN TWO WORDS

Preparing and Giving a Presentation

Initial thoughts

Most important consideration: your audience

Three points to bear in mind: + What they need to know

+ How (1) _____ they will be

+ How big the audience will be

Structure

Start with information that makes the audience (2) _____

End with (3) _____

Design

The presentation needs to be (4) _____

Vary content by using a mix of words and (5) _____

Task 2: Listen to a talk about presentation tips and fill in the blanks with NO MORE THAN TWO WORDS

Presenting

Look at the audience, be enthusiastic and energetic

Voice - vary speed and (6) _____

Occasionally add (7) _____ for greater impact

Do not use (8) _____ (e.g. appears, seems)

Questions and Interruptions

When asked a question, first of all you should (9) _____ it.

Minimise interruptions by (10) _____ them.

Task 3: Are these sentences true (T) or false (F)

11. They have redesigned an old product.
12. The product is aimed at men and women aged 18-40.
13. The new design means you don't need two hands to use it.
14. There's only one size now. Another one will follow in a few months.
15. They will make a Gantt chart for the project next month.
16. He finished the presentation with enough time to take some questions.

Part B: VOCABULARY AND GRAMMAR

Task 1: Read the sentences in the table and choose the correct options in italics.

| a _____ | b _____ | c _____ | d _____ |
|---|---|---|--|
| I'd like to start ¹ <i>off / on</i> by talking about our budget. | Let's move ⁴ <i>off / on</i> to the results of our survey. | So, just to ⁷ <i>add / sum</i> up, here is Arne with the main points. | That ⁹ <i>brings / takes</i> me to the end of the presentation. |
| Let's jump right ² <i>in / on</i> with this list. | I'll ⁵ <i>give / hand</i> you over to Kim to show you the figures. | So, to recap ⁸ <i>on / with</i> the main points so far, here are the issues to consider. | Let's wrap it ¹⁰ <i>up / over</i> there. |
| So, let's ³ <i>be / get</i> started. | Let's look ⁶ <i>at / on</i> the graph in more detail. | | |

Task 2: Do the following tasks.

A. Match 1-5 to a-e.

- 1 This diagram shows _____
- 2 As you can see in the pie chart, sales of machine _____
- 3 Now, let's look at customer satisfaction. As you can see in the chart, _____
- 4 If you look at the table, you _____
- 5 This slide shows sales _____
 - a parts are higher than sales of other products.
 - b are increasing.
 - c the order process.
 - d business customers are more satisfied than private customers.
 - e can see London is more expensive than Manchester.

B. Match sentences 1-5 to the slides A-E

A —

| Store Costs | | |
|-------------|---------|------------|
| | London | Manchester |
| Cost (£) | £43,000 | £38,000 |

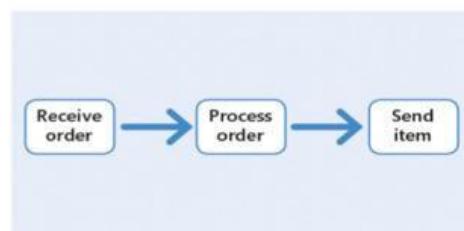
B —



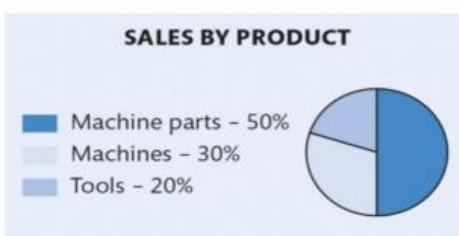
C —



D —



E —



Part C: READING

Task 1: Match the information below with the correct person.

How to make a good presentation?

Scene or Slide Length

The experts all agree on one thing: too much text will kill your presentation. Rule number one in Seth Godin's extremely popular post on how to make great presentations is: "No more than six words on a slide. EVER. There is no presentation so complex that this rule needs to be broken." Seth's technique is to use the slides almost like a chapter heading for the topic he's talking about, emphasizing the importance of the oral side of presentations

Presentation Length

Public speaking guru Guy Kawasaki has a rule for the length of presentations called the 10/20/30 rule: he believes a good presentation should have no more than 10 slides, should go for no more than 20 minutes, and the font size should be no less than 30 points.

Use A Remote

Most presentation gurus stress the importance of making eye contact with the audience and smiling, and warn against turning your back or spending too much time looking down into a laptop. Some very good practical

advice from author and sought-after public speaker Garr Reynolds is to use a remote to pause and advance your presentation so you have time to be spontaneous and control the flow of the presentation.

Don't Be Afraid to Make Mistakes

Steve Jobs was a legendary speaker who would practice meticulously and exhaustively before giving any presentation. He even had standby anecdotes prepared to fill time when the technology he was using to give the presentation failed. He once said “you make mistakes. It is best to admit them quickly, and get on with improving.” The message is simple: mistakes are unavoidable but there’s no need to let them ruin everything. Acknowledge it with a smile and move on.

Focus on Value

Tony Robbins believes in getting to know his audience and goes to great pains to find out about them before he gives a talk, because “the more you understand what somebody wants, needs, and fears, the more you can figure out how to add value,” he said in an interview in Business Insider. By offering solutions to the problems of the people in the room, you are giving them something of real value to take away. Everything else you say will be self-indulgent and irrelevant.

| | | ANSWERS |
|--|------------------|----------------|
| 1. If you make mistakes, admit them and move on. | A. Guy Kawasaki | 1. |
| 2. The font size should be at least 30 points. | B. Steve Jobs | 2. |
| 3. There shouldn't be more than 6 words in a slide. | C. Garr Reynolds | 3. |
| 4. Use a remote to control your presentation. | D. Seth Godin | 4. |
| 5. Find out what the audience needs and give it to them. | E. Tony Robbins | 5. |

Task 2: Read the passage and do the following tasks.

Presentations are a way of communicating ideas and information to a group. The objective of communication is to make your message understood and remembered. In order to achieve this, the presenter must be clear, coherent, articulate and convincing. A presentation puts the presenter on display in front of the audience. Therefore, in order to be effective and impressive in your presentation you need to prepare before you actually deliver the presentation.

Most presentations either inform the audience about something or try to persuade the audience about a product, a service, an idea or a concept. Hence, we often hear of sales presentations for existing or prospective customers, as well as presentations on projects, reports, proposals and updates on various business activities for business associates.

Nowadays, presentations have also become an important part of the recruitment process. Perhaps this is because the job market has become so competitive that job interviews alone are not enough to gauge the skills and competencies of the applicants. Therefore, in many organisations the shortlisted applicants are asked to make presentations before the selection panel. Through presentations, the interviewers get another

opportunity to look at the capabilities of the applicants. The applicants also get a chance to demonstrate their public speaking skills, their presentation skills, their ability to communicate to a group of people and display their confidence and leadership qualities.

The first few minutes of the presentation are very precious and crucial. If you fail to draw the attention of your audience at this stage, you may lose it forever. You make your first impression even before you start speaking. It's got to do with the way you look and carry yourself.

Your dress needs to be neat, smart and appropriate for the occasion. It is mostly formal for presentations. The next thing to pay attention to would be your posture. Your body communicates certain impressions to the audience. People not only listen to you, but also watch you. Slouching tells them that you are indifferent or you do not care, even though you might care a great deal! On the other hand, displaying good posture tells your audience that you know what you are doing and you are serious about it. While you need to be upright and look confident, you may need to guard against looking too stiff and uncomfortable. The key is to look relaxed and comfortable and at ease with your surroundings. Reaching the venue well in time could be immensely helpful in making you comfortable with the place.

Eye contact is another crucial factor. It signals interest in others and helps you to connect with your audience. The audience responds to you better when you look at them straight. Do not keep your eyes away from the audience for too long, even when you are adjusting your equipment or organising your presentation material.

The expressions you wear on your face transmit a great deal. When you smile at somebody, chances are that s/he will smile back at you. A smile spreads happiness around you as it makes others smile in response. It also transmits happiness, friendliness, warmth, and liking.

The voice is probably the most valuable tool you possess. It is the vehicle that carries most of the contents that you wish to pass on to the audience. Hence, the presenter needs to use her/his voice to maximum advantage. You must have control on your speed as well as volume. The pitch and tone are other areas that need your attention. It is a good idea to practice before a colleague or friend and get feedback on whether you are too fast, too loud, too soft, etc. Do not speak in a monotone as it bores the listeners. Modulate your voice to draw the audience in, and raise it to make a point. Warmth of tone and expression of the right body language to accompany your words can help you to connect with the audience instantly.

Presentations are not just about well researched and painstakingly gathered material, well organised and structured, they are a lot about how you combine the human element with the content to reach out and connect.

1) State whether the following statements are true (T) or false (F). Write Not given (NG) for statements that the passage doesn't deal with.

- i) The speaker must reach the venue on time.
- ii) The person making a presentation should be dressed formally.
- iii) The audience spends more time watching a presenter than listening to her/him.

- iv) Remember to maintain eye contact with the audience during the presentation.
- v) Use your smile sparingly during a presentation.
- vi) Maximizing your voice is essential for helping the audience follow your presentation more effectively.
- vii) The content of the presentation is more important than the human element.

2) Match the meaning of the following words/phrases with words from the text.

- i) Valuable and important
- ii) Capture
- iii) People's opinion about you
- iv) The feeling that you are sure about your own ability to do things and will be successful
- v) Location
- vi) Optimum
- vii) Someone who works with you
- viii) arranged or planned well or in the way mentioned

PART D: WRITING

Task 1: Unscramble these sentences to make complete sentences.

1. purpose/ in/ the/ today/ of/ my/ talk/ is/ to/ you/ update/ on/ new/ developments/ R&D
2. I'll/ move/ to/ the/ on/ problems/ facing/ with/ we've/ our/ project/ then
3. mentioned/ I'd/ as/ focus/ on/ new/ before/ like// to/ to/ this issue/ deal with/ how
4. feel/ presentation/ free/ interrupt/ at/ questions/ me/ please/ end/ with/ the/ my/ to/ of

Task 2: Write a paragraph about tips for a good presentation (at least 150 words)