

**B****Voice and visuals****Briefing**

You have prepared your presentation. You have introduced some interesting delivery techniques. Now you need to focus on two things. How do you use your voice? How do you use visuals in your presentation?

Here are nine things that good presenters do.

**Voice**

- |                           |   |
|---------------------------|---|
| 1 Breathe before speaking | Your pitch is the tone of your voice. A very high voice can be hard to listen to. A very deep voice can be difficult to understand. If you breathe before you speak, your voice usually has a more level pitch. It also helps to breathe before you speak if you are nervous. If you are tense, your voice is usually higher than normal. |
| 2 Stress important words  | Remember that in English we stress the most important word in the sentence. Listen to the recordings which accompany this book and note how the speakers stress important words.  |
| 3 Vary your speed         | Don't speak at exactly the same speed all the time. Slow down for really important points.  |
| 4 Vary the volume         | Speak more softly when you want to share something personal. Speak louder to emphasize your key points.   |
| 5 Pause for effect        | Use silence for dramatic effect. Don't be afraid to pause before you emphasize an important point or after you have made one. It gives the audience time to prepare for or to absorb the information.   |

**Visuals**

- |                          |   |
|--------------------------|---|
| 6 Face the audience      | Talk to the audience not to the visuals or your notes.  |
| 7 Don't hide the visuals | Don't stand in front of the projector, screen or flipchart. If you write on a flipchart or whiteboard, let the audience see what you are writing.                             |
| 8 Point                  | Use a pointer or your finger to highlight what you are referring to in your visuals. The audience needs to know where to look.  |
| 9 Talk about the visuals | Your audience can read. Don't just repeat what is on the screen or the flipchart.<br><br>Refer to it, say what it shows and discuss the implications and not the text itself. |

And remember: if your audience can't see what you are showing them because the image or print size is too small, **DON'T SHOW IT.**



## Listening



**1**

Listen to an internal company presentation about video-conferencing. Tick the things the presenter does.

Stresses important information	
Uses silence	
Varies speed	
Varies volume	
Pauses for effect	
Refers to the slide	
Repeats what is on the slide	



**2**

Listen to the presentation again and complete these sentences.

- 1 I want to talk today about the company's plans to make video-conferencing the ..... way we have international meetings.
- 2 Have a ..... at this slide on costs.
- 3 This ..... total employee hours in the air.
- 4 So my main ..... is this.
- 5 What we ..... to do is two things.

## Business practice



**1**

Listen and repeat these sentences.

Introduce a visual

Have a look at this slide.  
Let me show you this slide.  
Look at the flipchart.

Describe what is on the slide

This slide shows ...  
If you look at this slide, you can see ...  
As you can see from the slide, ...

Stress important points

So my main point is ...  
The reason why this is important is ...  
The important thing to remember is that ...





### Pause for effect

So my main point is this. [pause] The amount of air travel is not an efficient use of our resources or our time.

What's the conclusion? [pause] It's obvious.

The first point is [pause] the benefit to our customers.

**2**

### Prepare your own presentation.

- Go back to the presentation you did in 6A. If you recorded it, listen to it again. Did you use your voice effectively?
- Plan to do your presentation again, this time referring to a visual: a slide or flipchart sheet.
- Prepare to give your presentation again and think about where you will pause, speak louder or slower, and use silence for effect. Think also how you will comment on the visual.

**3**

### Deliver your presentation. Record it and then play it back. If possible, ask a friend or colleague to review and comment on it.

- 1 Focus on how you use your voice. Did you use it better than in 6A?
- 2 Focus on how you use your visual. Did you comment on it clearly?

## Business writing

How do you thank a presenter after the presentation? Here is an example.

To:	Tony
From:	Jackie
Subject:	Presenting to Board

Dear Tony,

Thank you for agreeing to come and present to the Board of directors. The session went very well and the feedback was very positive.

Thank you again for taking the time.

Kind regards,

Jackie



And how do you respond? Read this example.

To:	Jackie
From:	Tony
Subject:	Presenting to Board

Dear Jackie,

Thank you for your email and for inviting me to give the presentation to the Board.

I'm glad it went well and I was very pleased to have the opportunity.

It was also a great pleasure to see you and to work with you.

Thank you again for thinking of me and I hope to have the pleasure of working with you again soon.

Regards,

Tony

### Writing task

Think of a presentation someone has asked you to make. Or imagine someone has invited you to make a presentation to a large professional conference. Write a letter of thanks to the organizer.

### Key take-aways

Write down the things you will take away from Unit 6 and how you will implement them.

Topic	Take-away	Implementation strategy – How?	Implementation time frame – When?
Presentation delivery techniques			
How to adapt your communication style			
How to use your voice and visuals			
How to make sure your delivery is clear			
How to write thank-you letters to presenters and organizers			



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