

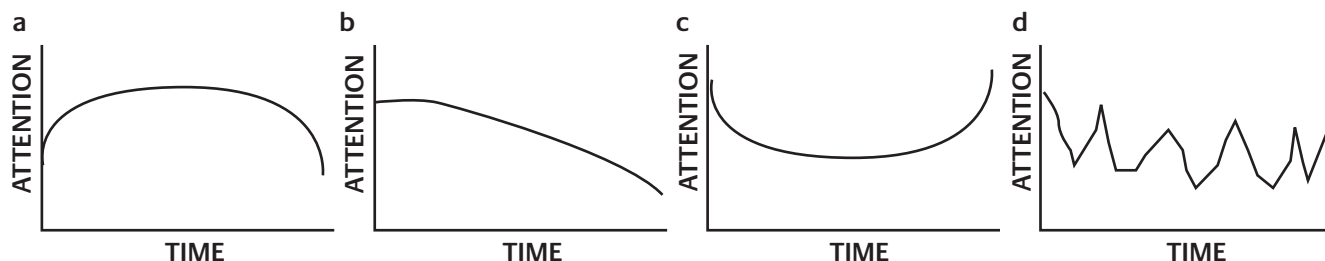
1

Opening and closing

A

DISCUSS

- 1 Which of the graphs below do you think represents audience attention levels in a typical presentation?



- 2 What kind of presentations do you think the other graphs refer to?
- 3 It's quite common to see presenters start off by introducing themselves, thanking their audience for coming, and checking to make sure their audio-visuals are all working OK. How effective is that as an opening? Do you ever open a presentation like this?

VIEW

(00:00–01:41) Watch Mark talking about the importance of having a good opening and close and compare your answers to the questions above with his.

RECALL

- 1 What is the primacy-recency effect?
- 2 In what way does Mark say a strong opening and close are like two bookends?
- 3 Why do you think Mark prefers the second version of the presentation opening you saw?

B

DISCUSS

- 1 Look at some of the classic ways of opening a presentation below. Which of these have you used yourself?

tell a joke	quote some statistics	relate an anecdote	ask the audience a question
tell a true story	quote somebody famous	refer to a relevant book or magazine article	
explode a popular myth	refer to a well-known movie or TV programme		

- 2 Work with a partner. Can you add any different techniques to the list above? Which work best for you?

VIEW

- 1 (01:42–03:34) Now watch the openings from two different presentations and underline any of the techniques the presenters use from the list above. Which technique do they both use?
- 2 How well do you think these openings lead into the main subject of the presenters' talks?

PRESENT

Pick one of the presentation openers below and expand it into a sentence or two using information relevant to your work. Can your colleagues detect which technique you are using?

Did you know that ...? Could I ask you to raise your hand if you ...?
I think it was ... who said ... Could you turn to a partner and ...?
Just imagine what it would be like to ... There's a joke about ...
There's a common misconception that ... My favourite story about ... is ...
I have a question for you ... A few ... ago I read this book/article ...
I saw this headline/cartoon the other day ...
You're all familiar with the movie / TV programme ...
OK, here's a problem for you – how would you ...?

C

DISCUSS

In what way can the end of your talk be even more important than the beginning?

VIEW

(03:35–4:01) How does Mark answer the question you have just answered?

RECALL

How does Mark compare a presentation to a firework display?

D

DISCUSS

When might you need to use the following techniques to close your presentation?

a summary a touch of humour a call to action a wise saying

VIEW

(04:02–06:02) Watch two presenters wrapping up their presentations. Which two techniques above do they each use?

Presenter 1:

Presenter 2:

RECALL

What does Mark say about starting with the end of your presentation?

PRESENT

Write a short close to accompany the opening you designed above. Deliver them both.