

A

DISCUSS

- 1 Why is it so easy for audiences to lose concentration during a presentation – even when it's quite interesting?
- 2 What can you do to hold attention and build rapport when you present? With a partner, try to come up with at least five things you can do to make a presentation sound more like a two-way conversation, and complete the mind map below:



VIEW

(00:00–01.29) Watch Mark talking about the language of rapport. How do his ideas compare with yours?

REFLECT

Apart from the linguistic techniques Mark mentions, what else can you do to connect with your audience? What have you found works best for you?

B

DISCUSS

Mark mentions the power of 'involvement expressions'. The examples he gives are 'I know what you're thinking', 'If you're anything like me,' and 'What if I was to say to you ...?' As a group, brainstorm as many other examples as you can think of and write them up on a whiteboard or flipchart.

VIEW

(01.30–02.43) Now watch a presenter talking about the causes of a decline in music CD sales and count the number of times she uses 'involvement expressions'. Listen carefully – some of them are fairly subtle.

RECALL

Did the presenter use any of the expressions you brainstormed? Check in the video script.

PRESENT

Choose one of the controversial sets of statistics below and prepare to present them. Use as many 'involvement expressions' as you can.

ASHES TO ASHES?

Cigarette smoking in the UK has declined every year since 1974 and in the USA since 1981. According to new research by Citigroup, if this trend continues, by 2050 almost no one in the developed world will be smoking, though in Germany it could take until 2280 to wipe out the habit! The industry will have to maintain profit margins through further price increases and sales in the emerging economies of China, India and Brazil – which just happen to be the world's three biggest producers of cigarettes!

MONEY FOR NOTHING?

According to a multi-country survey by Synovate, whilst the majority of people asked think there are far too many ads on the Internet, 57% of Spaniards and 52% of Americans would be prepared to watch web ads for money – for example, a reduction in their cable fee. However, only 5% of people ever discuss ads they've seen on Twitter and more than two-thirds have never promoted a brand on a social networking page – so it's hard to see what the ad agencies would be getting for their money!



DISCUSS 1

What are the two main things an audience can do to show they're enjoying a presentation?

VIEW 1

(02:44–03:13) Compare your ideas with what Mark says. Do you agree with what he says about 'non-verbal agreement'?

DISCUSS 2

A lot of presenters tell jokes to create rapport with their audience. What's the danger in doing this? What kind of jokes are safest?

VIEW 2

(03:14–03:26) See what Mark says about jokes.

DISCUSS 3

If you want to make your audience laugh, what are the less risky alternatives to telling a joke?

VIEW 3

(03:27–05:28) Watch two presenters try different ways of getting a laugh from their audience. One's talking about morale problems. The other's talking about making sure you get your message across. Which one is funnier for you?

RECALL

In what way did Mark say funny stories are often more effective than jokes?

PRESENT

Use the funny quotes your trainer gives you to build a 30-second presentation.