

Third presentation: – background.

Your presentation will be based on one of the companies that you have chosen.

First ideas

Presentation aim

The aim of this presentation is to persuade customers to trust you and use your services or products. In many cases these will be business buyers (B2B).

Who is the target audience?

The main audience is a group of customers from abroad.

When is it scheduled for?

To be delivered in week nine of this semester's course.

What equipment will be available?

A laptop computer, an LCD projector; marker board pens; microphone; laser pointer

How long should it last?

Ten minutes.

Preparation

- To prepare for this presentation you should gather information from different sources. What about competitors? Why should customers choose your products and not your competitors?
- Think about the profile of the audience.
- Work using the ideas we have been discussing in class: e.g. gathering useful material, ordering it, writing notes, including openings and signals for your audience.

Assessment

Will focus on:

- ➔ Managing the opening
- ➔ Use of signals
- ➔ Structure and organization of the PowerPoint

PRESENTATION SKILLS

Dr. James Stanworth