

Level: Second year baccalaureate
 Topic: **Sustainable development**
 Lesson and standards: **Giving presentations- Learner training**
 Estimated time: 50 minutes
 Materials: Student's books, visual aids, chalkboard
 Source: GATEWAY 2
 Setting Arrangement: Lecturing, cooperative learning

Unit 9
Lesson 8

Global objectives: By the end of the lesson, students should be able to:

- o Give presentations

<p>Outline:</p> <ul style="list-style-type: none"> ❖ Planning the Presentation ❖ Be Concise and Brief ❖ Use Audio-Visual Aids for Top-Quality Presentation ❖ Achieve a Presentation with Impact ❖ Presenter's Skills and Confidence 	<p>Observations</p>
<p>❖ Planning the Presentation There is a basic sequence. That will capture the initial interest of audience who are already customers or prospects.</p> <ol style="list-style-type: none"> 1. Explain clearly the unique advantages of the products or services 2. Emphasize all the successes that the products have achieved, backing up claims with up-to-date statistics, and better still, if endorsements can be produced from other customers 3. Explain to audience the possible disadvantage of lagging behind in the marketplace 4. Aim to persuade the audience that the purchase of the product/s or service/s will improve their status in the market 5. Encourage audience to act immediately to guarantee fulfillment of their order. <p>❖ Be Concise and Brief The presentation must be as short as possible and to the point. However, the concluding statements must end positively. Simply put, "Tell them what you want to say." "Say it!" "Reiterate what you have just said."</p> <p>❖ Use Audio-Visual Aids for Top-Quality Presentation The assumption is that the speaker knows how to use comfortably presentation tools like PowerPoint, slides and other audio-visual aids, otherwise, a specialist or a technician should be on hand to assist. Thanks to the age of technology, nowadays personal computers with particular software can create colored texts, images, and animations, all for audience viewing. Another important thing to remember is to tailor audio-visual presentations to the perceived needs of the audience.</p> <p>❖ Achieve a Presentation with Impact The speaker or presenter always comes prepared. Therefore, speech is not read and presentation is delivered with confidence and knowledge. Effective messages are much easier to recall, convincing and distinctive, and stimulate audience to positive action:</p> <ul style="list-style-type: none"> • Be emphatic about the benefit of the offer and start with an arresting statement that hooks • Follow the golden sales rule of addressing solutions not problems, and introduce product or service (visual, the better) at the earliest possible time • Repeat business brand name frequently. • Never bad mouth the competition to make good one's products and services • Do not over-emphasize technology if audience is non-technical. This is a put off. • Be sincere with what the message • End with a repeat image of the products or services. <p>❖ Presenter's Skills and Confidence Presentation skills are important for effective delivery. The speaker or presenter must be confident and at ease with his/her audience and the fear of public speaking must be overcome. Courses and seminars are available like public speaking course, presentation skills training and presentation techniques seminar. To an audience, nothing beats an interesting presentation in which they have an element of fun, at the same time, wowed by the speaker. Moreover, to the presenter, it means a potential business sale.</p>	