3.2 Speaking: Introduction to technical presentation

Why is introducing important?

"The introduction is the most important part of your presentation. It is the first impression you'll make on your audience. It's your first opportunity to get their attention. You want them to trust you and listen to you right away."

The situation or speaking task may be different but we still use the same skills.

When presenting information or telling stories, we need to:

▶ Capture a listener's attention

▶ Share information, ideas, or opinions

▶ Give the important details

▶ Make your information memorable

▶ Get your audience (family, friends, colleagues or strangers) to agree, to take action, to change their mind, etc.

Organize Your Introduction Correctly

It will also help your audience know who you are, why you're an expert, and what to expect from your presentation.

Use this general outline for your presentation:

▶ Welcome your audience and introduce yourself

▶ Capture their attention

▶ Identify your number one goal or topic of presentation

▶ Give a quick outline of your presentation

▶ Provide instructions for how to ask questions (if appropriate for your situation)

How to introduce?

▶ **Use Common Language to Make Your Introduction Easy to Understand**

▶ **Welcome Your Audience & Introduction**

Examples:

▶ Welcome to [name of company or event]. My name is [name] and I am the [job title or background information].

▶ Thank you for coming today. I'm [name] and I'm looking forward to talking with you today about [your topic].

▶ Good morning/afternoon ladies and gentlemen. I'd like to quickly introduce myself. I am [name] from [company or position]. (formal)

▶ On behalf of [name of company], I'd like to welcome you today. For those of you who don't already know me, my name is [name] and I am [job title or background]. (formal)

▶ Hi everyone. I'm [name and background]. I'm glad to be here with you today. Now let's get started. (informal)

Capture Their Attention

Examples:

▶ Did you know that [insert an interesting fact or shocking statement]?

▶ Have you ever heard that [insert interesting fact or shocking statement]?

▶ Before I start, I'd like to share a quick story about [tell your story]…

▶ I remember [tell your story, experience or memory]…

▶ When I started preparing for this talk, I was reminded of [tell your story, share your quote or experience]…

Identify Your Goal or Topic of Presentation

Examples:

▶ This morning I'd like to present our new [product or service].

▶ Today I'd like to discuss…

▶ Today I'd like to share with you…

▶ What I want to share with you is…

▶ My goal today is to help you understand…

▶ During my talk this morning/afternoon, I'll provide you with some background on [main topic] and why it is important to you.

▶ I will present my findings on…

▶ By the end of my presentation, I'd like for you to know…

▶ I aim to prove to you / change your mind about…

▶ I'd like to take this opportunity to talk about…

▶ As you know, this morning/afternoon I'll be discussing…

Outline Your Presentation

Examples:

▶ First, I'm going to present… Then I'll share with you… Finally, I'll ask you to…

▶ The next thing I'll share with you is…

▶ In the next section, I'll show you…

▶ Today I will be covering these 3 (or 5) key points…

▶ In this presentation, we will discuss/evaluate…

▶ By the end of this presentation, you'll be able to…

▶ My talk this morning is divided into [number] main sections… First, second, third… Finally…

On Asking Questions

Examples:

▶ If you have any questions, please don't hesitate to interrupt me. I'm happy to answer any questions as we go along.

▶ Feel free to ask any questions, however, I do ask that you wait until the end of the presentation to ask.

▶ There will be plenty of time for questions at the end.

▶ Are there any questions at this point? If not, we'll keep going.

▶ I would be happy to answer any questions you may have now.