**Beginning a Presentation[[1]](#footnote-1)**

Giving a presentation can make me very nervous, but I find that if I'm well prepared, I feel more confident. There are four things I ask myself before I even start. First of all, who am I going to talk to and what do they already know? Secondly, where am I speaking? What facilities are there? I have to consider the equipment, for example if I want to use PowerPoint, is there a screen? Thirdly, what is the purpose of my presentation? Do I want to inform, impress, or persuade the audience, or do I want to sell a product? And finally, how much time will I have?

The answers to these four questions have an important effect on what I include in my presentation and how I make it. I usually put ideas down on a piece of paper and then try to group these ideas under headings. Then I make some short notes on small cards that I can hold comfortably in my hand and use during my presentation. I like to use PowerPoint for my presentations, so I start preparing slides. I collect all the pictures, diagrams, photos that I want to use and put them in the correct order. Once I feel that I've got things well organized, I prepare the introduction.

Even if my audience know me, I still introduce myself and explain my position. I begin by saying, 'Most of you know who I am. I'm Lee Avatar and I'm responsible for training and communications'. Then I explain what I'm going to talk about, and in what order. I mention that I'll be using PowerPoint. I usually invite people to interrupt me if they have any questions during my talk, but sometimes I ask the audience to keep questions 'til the end. I give an outline of the main points in my first slide, and I find it's a good idea to tell the audience what handouts I am going to give them so that they can concentrate on what I'm saying instead of writing notes.

1. Technology 2 (Oxford English for Careers series) Unit 2 [↑](#footnote-ref-1)