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Presenting in English

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Your Task

Speak freely, standing and addressing the audience

Speak with structure on your topic

Speak as long as you are supposed to speak, usually a minimum of 10 minutes

Speak English

Your audience?

Deutschlandfunk / Wolfgang Noelke

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8 Practices

1. Set achievable goals
2. Structure content clearly
3. Open effectively
4. Use language appropriately
5. Use visuals meaningfully
6. Use body language purposefully
7. Speak carefully
8. Close memorably

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Presentation Success

The audience gets valuable information

The speaker demonstrates:
- Area competence
- Communicative competence

REWARDS!

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1. Set Achievable Goals

Define your task

Identify your audience

Be aware of limitations

Select appropriate content

2. Structure Content Clearly

Develop coherently
Control pace
Transition consciously
Keep format consistent
Key message?

Slow down!

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4. Use Language Appropriately

Guide the audience
Include the audience
Argue the benefits
Speak English well

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Extra!

The Standard Model

1. Tell them what you're going to tell them.
2. Tell them:
   A
   B
   C
3. Tell them what you told them.

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Verbal Sins

Does everyone understand this point?
I'm sorry my slides are so hard to read.
That's all, I guess.
Did you hear the one about the Wessi who …

Extra!

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3. Open Effectively

Focus the audience's attention at the start
State purpose
Preview content

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5. Use Visuals Meaningfully

Employ viewer-friendly visuals
Enhance content with visuals
Discuss visuals thoroughly

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6.1 Use Body Lanugage Purposefully

Stand
Create a confident, cooperative presence
Make eye contact
Avoid distracting behavior

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8. Close Memorably

Summarize content
Restate purpose
Anchor
Answer questions self-confidently and honestly

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6.2 Presenting online

Position camera at eye height.
It's better to look up slightly into the camera than to look down.
60-80 cm distance from standard camera
Show your head, shoulders, chest, and some hand movement should be visible.
Blurred background is better than a virtual scene.
Soft lighting from behind the camera – avoid sitting before lit backgrounds that put your face in shadow.
Speak softly – a microphone and headset can help.

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REWARDS

Recognition for:
- Area skills
- Communication skills
- Organizational skills
- Leadership skills

Opportunities

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7. Speak Carefully

Vary pitch, volume, rate
Pause for emphasis and transition

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Recommended Reading

Anderson, C., TED Talks, Headline, 2016.
Powell, M., Dynamic Presentations, Heinle Cenage, 2011.
Powell, M., Presenting in English, Klett, 2011.