Goal & Audience Analysis

• Presentation goal:

What do I want to the audience after my presentation?

After understanding my presentation, the audience should ______.

Audience analysis:

- Will they listen to me?

→ Present credibility

- What do they need to know?

→ Select information

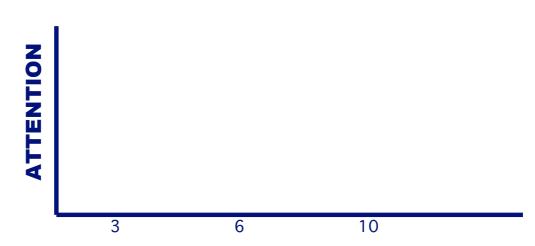
- What do they want to know?

→ Select information

What is the merits of your presentation <u>for the audience</u>? What's in it <u>for the audience</u>?

Nishiha School "Presentation", 10/10/2008 Y.MOTIZUKI

Presentation Structure



Audience Decides to listen

Evaluates worth

Makes decision

Keep the allocated presentation time (10min.)!!

Presentation Structure

Introduction

Self-introduction

•Include your motivation to have attended Nishina school

Goal

(Benefit for audience)

Overview

 ~ 2 min.

I attended Nishina school because...

I am going to talk...

 \sim 5 min.

Body

Keep logical structure Make clear transitions

•2 impressive lectures

•1 difficult subject for you to understand

Mention the reason why you have felt so for each topic

First,...

Second,...
Finally,...

I have talked...

 \sim 2 min.

Conclusion

- Summary
- •Comment on your future

3

Nishiha School "Presentation", 10/10/2008 Y.MOTIZUKI

Practice

- Keep language short and simple
- Stance
- Eye Contact
- Gestures
- Emphasis
- Articulation: Speak clearly
- Pace