

Learning objectives in this lesson

Raising awareness of best practice when preparing a presentation and developing students' knowledge of the content expected in the key message of a product presentation. By the end of the lesson, students will be able to write an effective key message for a product presentation using appropriate language.

- 1 Ask students to work in pairs and to discuss the questions before feeding back to the rest of the class. Keep the discussion fairly short at this stage, as these issues will be dealt with in more depth later in the lesson.
- 2 Ask students to work in pairs and discuss the advice before feeding back to the rest of the class.

Possible answers

- 1 Good advice – a clear introduction will make people want to listen to more of what you have to say.
- 2 Bad advice – to make it better students should change 'as much' to 'as little'. Experts say that one message per slide is the norm.
- 3 Although this is common, experts say this is a bad thing to do as it treats the audience without respect and generally the audience react negatively to someone reading what they themselves can read on the screen – it tends to be quite boring for the audience.
- 4 Good advice – in fact some experts say that you should have 'outlines' throughout the talk to keep people orientated.
- 5 Good advice – this leaves the audience with a clear idea of what the presentation was attempting to communicate.
- 6 Bad advice – the audience may not always remember what you said, especially if you included a lot of information in the talk. Returning to some of the points from your talk will help the audience remember the important information.
- 7 Bad advice – most would argue that 'less is better.'
- 8 They're not necessarily better, but pictures and graphs can enhance a presentation as they often illustrate information more clearly than words.
- 9 Good advice (this will be dealt with in the rest of the lesson).

- 3 Ask students to read the advice, then discuss their ideas as a class.

Answers

This advice is true for product presentations – a strong key message is essential in order to promote your product.

- 4 Ask students to read the key message quickly and decide if the key message has followed the advice given in 3.

Answer

Yes, it has followed the advice.

- 5 Ask students to read the key message again and answer the questions. They can then discuss their answers in pairs before feeding back to the rest of the class.

Answers

- 1 sales managers
- 2 buy and use the new software
- 3 because it gives up-to-the-minute data on sales
- 4 as soon as the presentation is over

- 6 Ask students to work in pairs and discuss the words in **bold**.

Possible answers

certain could be replaced by *convinced*, *sure*, or *positive*
determined could be replaced by *eager* or *keen*
impressive could be replaced by *inspiring*, *extraordinary*, or *original*

- 7 Ask students to think of a product and write a key message for it. Remind them to follow the advice in 3.

Evaluation tips

Look out for the inclusion of relevant information, and the use of positive language. Remember to comment on content as well as accurate language use.

- 8 Ask students to exchange key messages and give feedback to each other. You could then collect the key messages and provide more detailed feedback in the next lesson.