Integration Week 2015

BUSINESS PRESENTATIONS
AND COMMUNICATION SKILLS

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CONTENTS:

1) HOW TO PREPARE A **GOOD SPEECH**

2) HOW TO PREPARE **A POWER POINT**
HOW TO PREPARE A GOOD SPEECH
Audience’s Attention

GOOD SPEECH

BAD SPEECH

$t_{\text{max}} = 20$ minutes
Structure of the speech

**INTRODUCTION**
(5-10% of duration)

**CORE**
(80-90% of duration)

**CONCLUSIONS**
(5-10% of duration)

**PESCA** all along the speech!

*(Participation, Empathy, Synthesis, Concretize, Attitude)*
Introduction

- Attract audience’s **attention**
- **Summarize** the main message
- Give **appeal** to the main message

Choose the most appropriate **opening**:  

According to Sandy Linver, there are 14 openings: surprise/shock, question to public, headlines of a newspaper, short personal story, real life story, aphorism, reference to previous speaker, picture/video, main idea, identification with audience, “cards on the table”, analogy, joke, a combination.
Conclusion

- **Summarize** the speech
- **Convince** the public

Choose the most appropriate **closure**

According to Sandy Linver there are 6 types of closures: repeat the introduction, summarize the principal points, call to action, prophecy, promise, sentimental ending.
The END is NEAR
HOW TO PREPARE A Power Point

QUESTIONS:

1) Which is the relationship between **input** information received and **output** information we process?

2) How many **slides** in 20 minute presentation?

3) Do you know Guy **Kawasaki’s rule**?

4) Do you know the **font style** rules for a ppt?
POWER POINT: A DOUBLE-EDGED SWORD

In one week, you will remember only the 20% of the information received throughout this ppt !!!
THE PPT **MUST BE**:  
- An assistant to maintain public’s attention  
- Source of **persuasion**  
- **A guide** for the speaker

THE PPT **MUST NOT BE**:  
- A doc with all the information  
- A written speech  
- An animations show
GUY KAWASAKI’S

10 20 30 RULE

10 SLIDES
20 MINUTES
30 PT FONT
STYLE RULES

- **Highlight** the elements.
- Use **clear font styles**, e.g. Arial, Sans Sherif, Helvetica, Tahoma.
- Prefer **small letters**
- No **underline**, use **bold** to highlight keywords
- No flashy **colours**
- One **idea** $\rightarrow$ One slide
- One **image** is better than 100 words!
SOME FINAL ADVICE:

- Index
- Use the Notes/Comment tools
- Mark the transition between ideas/slides
- Close completely each Section
- Explain everything: icons, graphs, pictures, etc.
- Prepare carefully the last slide and the leave
REFERENCES


TECHNICAL VISIT TO SAGRADA FAMILIA

Tomorrow

Meeting point:
Visitor’s Attention Point
Passion Façade

10:30 am