

## Eltas Event Review

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### **Dynamic Presentations. A Performance-Based Approach**

Reviewed by **Maria Elena Montoya de Just**

### **A Workshop on Dynamic Presentations with Terry Prosser**

17<sup>th</sup> May 2014, sponsored by and held at Klett, Stuttgart

There are several aspects people must deal with when preparing and delivering presentations. Failure to pay attention to all of these aspects can result in a mediocre presentation. Failure to pay attention to many of these can result in disaster.

Now comes the tricky part - bringing it all together in your own dynamic presentation. Terry Prosser gave us a very practical talk which offered effective solutions for different aspects of presentation training to make our learners more effective presenters.

Terry proved to be a charismatic speaker who was both knowledgeable and enthusiastic about the topic he was presenting.



A number of topics were covered in the workshop; from designing your visuals to mastering your body language, and from telling your own stories and anecdotes to handling the all-important question-and-answer session.

To assist our learners, Terry looked at examples from one title in the new multimedia Cambridge Business Skills series. Aimed at today's busy executives or those studying for or wishing to further their careers in business, the book *Dynamic Presentations* (written by Mark Powell) looks at what constitutes a successful, motivating presentation. The book also gives learners an insight into the essential skills and techniques they will need to ensure their presentations are both motivating and memorable. A DVD is available with the book, with expert advice and authentic content, aimed at improving competency in key management areas. The Student's Book comes with two Audio CDs containing all the audio material used on the course.

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Back in the workshop, dynamic presentations took on a whole new meaning with lively tips from Terry. For example, he showed us good and bad examples of opening and closing presentations.

Some of his examples were moving speeches taken from movies like Danny de Vito's speech in *Other People's Money*, which encourages our learners to notice, among other things, the use of several voice features, like intonation. For example, there are so many ways to say the following quote and we all had fun trying to say it in different ways:

**“This company is dead. I didn't kill it. Don't blame me. It was dead when I got here.”**

We also got some tips about visuals as well. The key point is remembering that PowerPoint is a visual medium. Whether it's a chart, a graph, a picture or a cartoon, your audience should be able to understand your message just by looking at the images. I think this is something we tell our students over and over again, but it's worthwhile refreshing this message with our business English learners from time to time.



Throughout this innovative workshop we looked at different techniques and strategies to reflect on our teaching practice, and ways this can then be applied to our professional development., (see Mike Hogan's article in this edition for more ideas).

Thanks to the ELTAS team for providing us with such a great event and also for organizing it at Klett, Stuttgart so we could browse and buy books there.

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