

1. Record Nr.	UNINA9910298548203321
Autore	Wallwork Adrian
Titolo	Presentations, Demos, and Training Sessions : A Guide to Professional English // by Adrian Wallwork
Pubbl/distr/stampa	New York, NY : , : Springer New York : , : Imprint : Springer, , 2014
ISBN	1-4939-0644-5
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (249 p.)
Collana	Guides to Professional English
Disciplina	428.2402465
Soggetti	Success in business Careers Popular works Careers in Business and Management Popular Science, general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Importance and Characteristics of a Good Presentation -- Learning from Other People's Presentations -- Your Audience and Preparing Them for Your Presentation -- Preparing a Script -- Preparing Your Slides -- How to Reduce the Amount of Text and Number of Characters -- Using Bullets -- Using and Commenting on Diagrams and Processes -- Pronunciation and Intonation -- Usage of Tenses and Verb Forms -- Conducting a Presentation, Demo, or Training Course with a Face-to-Face Audience or Via Video Conference -- Conducting a Demo/Training Via an Audio Conference Call -- Generating Questions During a Demo/Training Session -- Making Your Demo/Training Interactive: Setting Tasks -- Answering Questions -- Practising Your Presentation -- Improving Your Skills as a Presenter and Trainer -- Useful Phrases: All Types of Presentations -- Useful Phrases: Informal and Technical Demo -- Useful Phrases: Formal Business Presentations.
Sommario/riassunto	This is the first book ever for non-native speakers on how to conduct technical demos and training sessions. You will also learn how to present your company, and explain your products and services. The book is designed to help both those who have never done presentations before, as well as those whose English is already good

but who want to improve their presentation skills. The focus is on language, rather than on the creation of slides from a technical/artistic point of view. This book will help you to: prepare and practice a well organized, interesting and memorable presentation give effective demos and training sessions either on site or via audio/video conference highlight the essential points you want the audience to remember avoid problems in English by using short easy-to-say sentences involve your audience, check their understanding, and deal with their questions improve your pronunciation overcome problems with nerves and embarrassment motivate your audience to listen and act on what you have said There is an introduction for trainers on how to teach presentations and demos within a Business English course. Adrian Wallwork is the author of over 30 books aimed at helping non-native English speakers to communicate more effectively in English. He has published 13 books with Springer Science+Business Media. Other books in this Professional English series: Email and Commercial Correspondence CVs, Resumes, and LinkedIn User Guides, Manuals, and Technical Writing Meetings, Negotiations, and Socializing Telephone and Helpdesk Skills.
