Chapter 12

Informative and Special Occasion Business Presentation

This chapter focuses on the differences in public vs business speaking and how to select and structure an appropriate and effective presentation.

“There are certain things in which mediocrity is not to be endured, such as poetry, music, paintings, public speaking.”

Jean de la Bruyere
Informative Presentation

• The Goals and Strategies of Informative Presentations
  The overarching goal of informative speech is to build the audience’s understanding and awareness by imparting knowledge to them on a particular subject.

• Categories for Great Informative Presentations
  There are many, many approaches to informative presentation, and the topics from which you can select are endless.

• Guidelines for Great Informative Presentations
  There are several steps that you should follow to construct an effective informative presentation.
Guidelines

- It is important not to say too much or too little about the subject being presented.
- Emphasizing the topic’s relevance to audience members is a good way to their interest.
- A speaker should always define terms that the audience may not understand.
- Repeating the most significant idea in the speech reinforces the information presented.
Additional Guidelines

- Try relating abstract concepts to things that the audience already knows or are at least familiar with.
- The entire message should be delivered with as much clarity as possible to ensure effective communication.
- Use visualization to increase understanding within your audience.
- Presentation aids enrich the presentation by reinforcing the speaker’s verbal message, not replacing it.
Selecting a Topic

The very first step in speech construction is what can be seem to be a daunting task; choosing a topic.

Structure of a Speech

Any effective speech is made up of three basic main parts: an introduction, body and conclusion. This applies to both informative and persuasive speeches.

- Remember that the purpose statement expresses the goal of the speech, whereas the thesis statement expresses the theme of the speech.

Topic mapping creates a picture of associated words or topic ideas.
Five Major Types of Organizational Arrangements of Speeches

1. Topically organized speeches
2. Chronological organization
3. Spatial or geographical pattern
4. Cause-effect arrangement
5. Problem-solution patterns
Differences in Public versus Business Speaking

Although there are many similarities between public and business presentations, there are several differences.

Five Basic Types of Business and Professional Presentation

1. Sales Presentations
2. Technical reports
3. Staff reports
4. Progress reports
5. Investigative reports

Audience participation happens frequently in business presentations as opposed to public speaking.
Delivering the Business Presentation:

- Informational Style
- Instructional Style
- Relational Style
- Transformational Style

Special Occasional Presentation

- Presentation that promotes goodwill or pays tribute in the form of welcomes, introductions, toast, award presentations and acceptances, retirements, eulogies, and commemorations.

Welcome Speeches

- Speech intended to welcome groups or audiences to an event or conference; designed to build anticipation, communicate enthusiasm, and preview an event.
Speeches of introduction

- Presentation designed to introduce a keynote speaker in a way that highlights his/her achievements, connects their topic to the audience, and builds anticipation.

Award Acceptances

- Brief comments made by an award recipient providing credit and thanks to those who made the award possible and expressing sincerity.

Award Presentations

- Congratulatory comments made when presenting an award or honor to a deserving recipient, which explains the significance of the award, briefly summarizes the accomplishment, and introduces the recipient.