

Module 10: Pitching and presenting

Student resource

Introduction

Pitches and presentations are becoming more widely used across all settings, school, college, university and work. You may be required to deliver a presentation as part of a group or on your own, either way, it is important to understand why you are giving the presentation and what information you want your audience to know. You may be required or want to use a visual aid to support your presentation such as PowerPoint or Prezi.

In completing this module you will:

- Have an opportunity to apply the presentation techniques you learn
- Understand how this links to your school subjects e.g. how English Language skills are used to effectively communicate with different audiences
- Feel organised, prepared and confident to present your experience and company challenge solution to an audience at the end of your work experience placement

Activity 1 (30 minutes)

It is important to take the opportunity to present whenever you can as it will be great practice. The earlier you take these opportunities, the more your confidence will grow over time.

This activity is called 'Night at the Museum'. If you could choose any item, place or person to put into a museum what would it be? You are the tour guide at the museum, and you must describe your special item to the tour group. Think about the following:

- What name are you going to give your item, place or person?
- Can you give a detailed description of the item, place or person? You may need to do some research.
- Why is it so special? Why is it important?
- How will you bring your presentation to life?
- Be prepared to present your item, place or person to a live audience

Planning your presentation

- Think about the purpose of your presentation (to persuade or convince, to entertain, to inform or give instructions)
- Who is the audience? (How old are they, what matters to them, what do you want them to do or feel?)
- Does this inform the style? (Formal/ informal)
- Identify clear aims and outcomes (What do you want to achieve? What do you want the audience to take away from the presentation?)
- Keep the structure straightforward, logical and with consideration to timings
- Keep the content relevant and focused (try to stick to the point)
- Do you need to use a visual aid e.g. PowerPoint/ Prezi (remember they should support delivery rather than be the main focus)
- Allow time for questions and invite questions from your audience
- Practice! Practice! Practice!



TOP TIP

Choose something
you are passionate
about!

Use this space to draft the content of your presentation

Activity 2 (20-30 minutes)

Using some or all of the additional resources below, reflect on your work in Activity 1 and how you may improve your presentation techniques in preparation for your final presentation to your employer.

Additional Resources

[BBC Bitesize: English Speaking and Listening](#)

[Presentation Skills: 7 Presentation Structures Used by the Best TED Talks](#) | ⌚ 11 minutes watch

[How to Give an Awesome \(PowerPoint\) Presentation](#) | ⌚ 3 minutes watch

[DO's and DON'Ts in making presentation more effective](#) | ⌚ 3 minutes watch

[Presenting and public speaking tips - how to improve skills & confidence](#) | ⌚ 6 minutes watch

Activity 3 (60 minutes)

Start drafting the content for your company workplace challenge presentation before moving on to creating your final presentation. You may wish to structure your presentation using the table below.

Section of presentation	Suggested content	Space to draft content	Suggested duration
Introduction	Introduce yourself/ team		1 min
Feedback on Travel Plan (if module was completed)	You may wish to refer to your work in Activity 3 of Module 2: Formulating a travel plan		2-3 mins
Feedback on Being an effective employee (if module was completed)	You may wish to refer to your work in Activity 3 of Module 5: Being an effective employee		2-3 mins
Provide solution to company workplace challenge	Ensure your content addresses the brief set by your company in the workplace challenge		5-8 mins
Invitation for audience questions	Invite audience to ask questions about the different sections in your presentation		1-2 mins

Tips to build your presentation confidence:

- Make sure you are organised and have enough time to get your materials ready for your final presentation
- Effective planning and plenty of practice will help you to feel confident on the day
- If you are presenting as a team, remember to support each other to play to individual strengths and ensure everyone has a role
- Focus your energy on your audience
- Make eye contact and smile – it can help both you and your audience to relax
- Don't rush and try to speak clearly
- Be yourself!

**TOP TIP**

Activities completed in Module 2 (Formulating a travel plan), Module 5 (Being an effective employee) and Module 8 (Workplace challenge) will help you prepare your final presentation.