



Dynamic Presentations

Mark Powell



CAMBRIDGE
UNIVERSITY PRESS

Cambridge Business Skills

CAMBRIDGE UNIVERSITY PRESS
Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore,
São Paulo, Delhi, Dubai, Tokyo, Mexico City

Cambridge University Press
The Edinburgh Building, Cambridge CB2 8RU, UK

www.cambridge.org
Information on this title: www.cambridge.org/9780521150040

© Cambridge University Press 2010

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2010

Printed in the United Kingdom at the University Press, Cambridge

A catalogue record for this publication is available from the British Library

ISBN 978-0-521-15004-0 Student's Book with Audio CDs
ISBN 978-0-521-15006-4 DVD

Cambridge University Press has no responsibility for the persistence or
accuracy of URLs for external or third-party internet websites referred to in
this publication, and does not guarantee that any content on such websites is,
or will remain, accurate or appropriate. Information regarding prices, travel
timetables and other factual information given in this work is correct at
the time of first printing but Cambridge University Press does not guarantee
the accuracy of such information thereafter.

Contents

Preparing to present	4
1 Opening and closing	6
2 Smooth structure	10
3 Voice power	14
4 Visual aids	18
5 Facts and figures	22
6 Body language	26
7 Rapport building	30
8 Impact techniques	34
9 Storytelling	42
10 Q&A sessions	46
Bringing it all together	50
Audio scripts	52
Key and commentary	62
Additional materials	78
Online feedback forms	94
Acknowledgements	96