

# SPEAKING

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## **Some pointers**



# BE PREPARED



- Make sure all of the points are in your presentation!



**see booklet!**

Niveau	Max aantal woorden in powerpoint
A2	20
B1	20
B2	30

## Powerpoint presentation

**BAD**

**INTRODUCTION**

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

## US Wireless Market – Q2 2010 Update

### Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$54B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the first major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.

<http://www.cheltonsharma.com>
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Good

## *Simplicity is Effective*

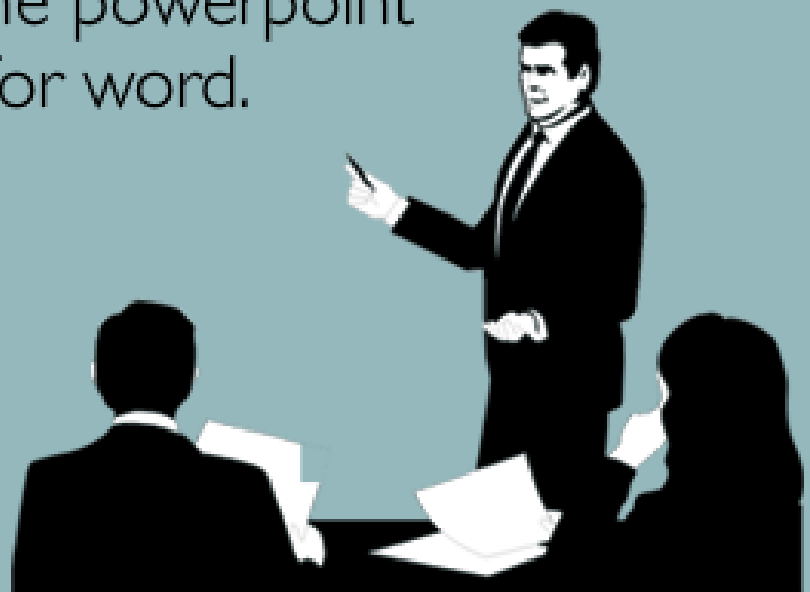
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- Contrasting colors
  - Dark background with light text
  - Light background with dark text
- Large text
- Brief statements
- Limited amount of text per slide

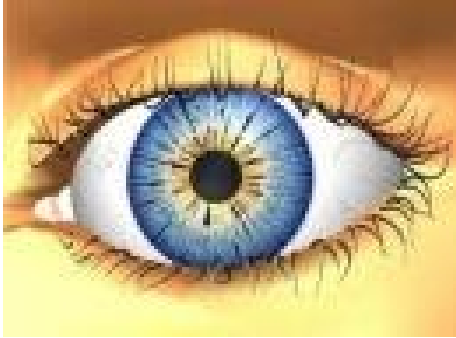
## AVOIDING DEATH BY POWERPOINT



For my presentation today, I'll  
be reading the powerpoint  
slides word for word.

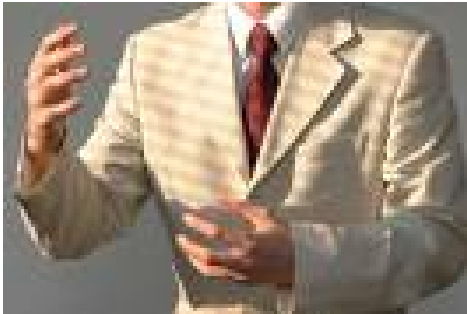


your  cards  
someecards.com



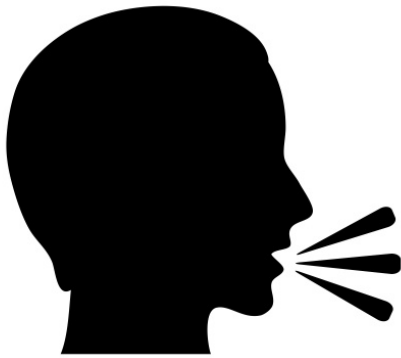
# Eyecontact

- Look at your audience



# Hands

- Hands out of your pockets



# Voice

Speak lively (not like a robot)

# Handy sentences

## Hoe verwelkom je je publiek?

- Welcome everybody, my name is ... and I work at ...
- Welcome ladies and gentlemen to my presentation, today ... I am ... from ... and ...
- Welcome, my name is ... and my function is head of ...
- As you know, I'm ... I'm in charge of / responsible for ...
- Good morning, good afternoon, good evening everybody, welcome to ... my name is ... and ...
- It's good to see you all here.
- I know that you have all travelled a long way ...
- I'm very grateful / happy that you could come to this presentation.

## Handige uitleg tijdens de presentatie

- Today I am going to talk to you about how we can do this.
- Today we're going to talk about ...
- As you can see on the screen, our topic today is ... / today's topic is ...
- My presentation is in two parts.
- My presentation is divided into four main sections.
- Firstly, secondly, thirdly, finally ...
- I'm going to ... take a look at... [or] talk about... [or] examine ... [or] demonstrate ...
- I'd like to talk about / I'd like to present to you today is ...
- This afternoon I'll tell you something about the background ... [or] give you some facts and figures ...
- This morning I'll fill you in on the history of ... [or] concentrate on ... [or] limit myself to the question of ...

## Vragen?

- Please feel free to interrupt me if you have (any) questions.
- There will be time for questions at the end of the / my presentation.
- I'd be grateful if you could ask your questions after the presentation.

## Het hoofddeel van je presentatie

- Now I'll give the floor to my colleague / partner / fellow-student ...
- As I said at the beginning ...
- This, of course, will help you (to achieve the 20% increase).
- As you remember, we are concerned with ...
- This ties in with my original statement ...
- This relates directly to the question I put to you before ...

### **Het publiek blijven boeien**

- Ok ... indeed ... right ... sure ...
- I'd now like to move on to ...
- I'd like to turn to ...
- As I mentioned before, we ...
- That's all I have to say about ...
- Now I'd like to look at ...
- So, let's move to ...
- This leads me to my next point ...
- [pause for a few seconds, this will alert your audience too]

### **De uitleg bij je dia's (visuals or slides)**

- This graph [grafiek] shows you ...
- Take a look at this ...
- If you look at this, you will see ...
- I'd like you to look at this ...
- This chart illustrates the figures ...
- This graph gives you a break down of ...
- As you can see in this chart / graph / diagram ...
- This clearly shows ...
- From this, we can understand how / why ...
- This area of the chart is interesting, because ...

### **Samenvatten**

- That brings me to the end of my presentation. I've talked about ...
- Well, that's about it for now. We've covered ...
- So, that was our marketing strategy. In brief, we ...
- To summarize, I ...
- Right, that's all I wanted to say about ...

### **Relateer het einde van je presentatie aan het begin ervan**

- So I hope that you're a little clearer on how we can achieve sales growth of 20%.
- To return to the original question, we can achieve ...
- So just to round the talk off, I want to go back to the beginning when I asked you ...
- I hope that my presentation today will help you with what I said at the beginning ...

### **Hoe ga je om met vragen?**

- Thank the audience for their attention and invite questions.
- Thank you for listening – and now if there are any questions, I would be pleased to answer them.
- That brings me to the end of my presentation. Thank you for your attention. I'd be glad to answer any questions you might have.
- Thank you. So you would like further clarification on our strategy?
- That's an interesting question. How are we going to get voluntary redundancy?
- Thank you for asking. What is our plan for next year?
- Does this answer your question?"
- Do you follow what I am saying?"
- I hope this explains the situation for you.
- I hope this was what you wanted to hear!



- That's an interesting question. I don't actually know off the top of my head, but I'll try to get back to you later with an answer.
- I'm afraid I'm unable to answer that at the moment. Perhaps I can get back to you later.
- Good question. I really don't know! What do you think?
- That's a very good question. However, we don't have any figures on that, so I can't give you an accurate answer.
- Unfortunately, I'm not the best person to answer that.
- I should look that up for you.

## **Wat zeg je als iets verkeerd gaat?**

- Let me just say that in another way.
- Perhaps I can rephrase that.
- Put another way, this means ...
- What I mean to say is ...

## **Kun je even niet op een woord komen?**

- I can't remember the word for this ... it's about ... and ...
- Sorry, I forgot the right word for this. Perhaps I'll remember it later and I'll come back to that later.

Dress to impress



Not like a hobo

"YOU NEVER GET  
A SECOND CHANCE  
TO MAKE A FIRST  
IMPRESSION."

- WILL ROGERS -

#LOVESTYLE

--end of document--