

企业里怎样做漂亮presentation PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/227/2021_2022__E4_BC_81_E4_B8_9A_E9_87_8C_E6_c85_227549.htm 现在，在企业里做Presentation是比较常见的。开会时经常有此项内容，一般都采用多媒体辅助手段，设置投影仪，多用Power Point软件做演示。做Presentation的表达方式非常丰富，有文字、表格、图形、图象、动画、声音等等，能充分调动起听众的兴趣。做presentation是集公众演说、行销关系、人际关系以及应用心理学为一体的一项实践活动，要想取得满意效果，应该提前充分准备，而且需要多加练习。一般说来，要准备和发表一篇有效的presentation，需要考虑以下因素：Elements related to Style 风格方面

- 1) Sell the idea You must keep in mind that you are selling something to your audience, whether it be a product, a project, an idea, a strategy, concept or anything else. The primary goal of your presentation must be to convince the audience that they should "buy".
- 2) Tell a compelling story Your presentation of the idea and its ramifications (结果) must be so thorough, attractive and convincing that the audience is eager to buy into what youre selling. Basically, youre capturing their imagination.
- 3) Be concise State your ideas, goals, and benefits received in a crisp (简洁的), brief and meaningful manner.
- 4) Support your idea and story Using relevant facts and figures that drive home the key message that you are trying to get across to your audience. 用相关的事实和数字让你的听众接受你想让他们了解的关键信息。

Elements related to Content 内容方面

- 1) Key objectives State the purpose, scope and objectives

of the presentation in a clear, concise manner. This can include both qualitative and quantitative elements. 2) Plan Tell the story on how to achieve your objectives (i.e. what activities or tasks need to be done). This is where you identify and describe your strategy (i.e. What, When, Where, How). 3) Supporting evidence Support the main body with relevant business charts to illustrate and highlight key figures. Use relevant facts to support your story. 4) Call to action Creating a sense of urgency for the approval of what you're presenting ASAP, and instilling a sense of loss if your idea does not proceed beyond this point. 转贴于：考试大_商务英语考试 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com