

Keeping the Audience's Interest

Before you watch

A

Discuss the questions with a partner and then share your answers with the class.

1. Which of the following would get your attention if it were used or given out during a presentation?
 - a humorous story
 - an interesting picture
 - a joke
 - an interactive poll
 - a song
 - a food item
2. Which of the above have you used in a presentation (if any)?

Video

A

Watch the video. Match the sentence beginnings (1-5) to the endings (a-e).

1. Surprise the audience
 2. Keep the audience in suspense
 3. Tell an interesting story
 4. Make the presentation interactive
 5. Ask the audience members to use their senses
- a. by asking questions or taking a poll.
 - b. by doing something unexpected.
 - c. by playing music, presenting pictures, or offering an object for the audience to touch.
 - d. by giving the audience bits of information and keeping them wondering what happens next.
 - e. by including an engaging anecdote.

B

Complete the sentences with the correct option.

1. The speaker began the presentation by relating a family memory. This was an **engaging anecdote / unexpected surprise**.
2. The speaker put on different hats each time he spoke about changing jobs. This was **a surprise / suspenseful**.
3. The speaker used a poll at the beginning, middle, and end of her presentation. She was able to **give bits of information / involve the audience**.
4. The speaker gave attendees two cookies and asked them to taste each during the presentation. He had the audience use their **sense / information** of taste.
5. The speaker began with a story about her decision to travel around the world, but she didn't finish the story until the end of the presentation. She **told the story up front / used suspense**.

C

Complete the sentences with the words in the box.

anecdote	question	relates	senses	surprised
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1. You'll see how this _____ to my career as an actor in a moment.
2. Answer this _____: How many times do you think the average worker in the hospitality industry changes jobs over 30 years?
3. Now we are going to use all our _____ to mindfully eat a raisin: look at it, smell it, taste it.
4. My family likes to tell this _____ about me: My career as an artist started when I was three. I used to draw pictures on the walls of our house.
5. You may be _____ to see that I've brought my dog with me today, but I want to make a point about therapy animals.

Digital skills focus

A

Complete the tips for keeping an audience's attention during an online presentation. Choose the correct option.

1. Prepare several **polls** / **visuals** for your audience to take during the presentation. Ask listeners to answer a question at specific points, so they can give their opinion about new information they are learning.
2. If you open your presentation with a story, consider showing some pictures too. **Anecdotes** / **Visuals** really engage an audience.
3. Stop at specific points to answer questions that participants have put in the **screen share** / **chat**.
4. Ask another person to **monitor** / **engage** the chat and select questions for the question and answer period.

Language focus

A

Complete the talk with the words in the box.

anecdote capture humor involve pay attention relate suspense up front wake them up

Mira: How should I begin my presentation about careers in the hospitality industry? I really need to **1** _____ the audience's attention.

Luke: **2** _____ could be a good starter. You might tell a joke. How about this one: Did you hear about the restaurant on the moon?

Mira: No.

Luke: Great food, no atmosphere.

Mira: Ha! That's a good one, but maybe I should tell an **3** _____ that touches their emotions. You know, when I was young, I loved to bake with my grandmother. When she passed away, I took all her recipes and made a different one every Sunday for a year to honor her memory. That led me to baking school.

Luke: That's really nice. I think the audience will **4** _____ to that. Of course, they'd love to sample some of those recipes!

Mira: I could probably do that. I might arrange to make her brownies with wheat flour and then do my gluten-free version. The audience could compare the samples and see if they can tell the difference. I think that's a good way to **5** _____ them.

Luke: You could build the **6** _____ by not telling them which one is the gluten-free brownie until the end of the presentation. You don't have to tell them **7** _____. They would listen to your information about how to bake gluten free items more that way.

Mira: If I offered to give away a free baking lesson at the end of the talk, they would really **8** _____!

Luke: That would really **9** _____.

B

Use an adjective based on the underlined noun or verb.

1. Appeal to the audience's senses by creating an _____ presentation.
2. The challenge of capturing attention is a _____ problem.
3. Engage the audience with an _____ anecdote.
4. If you involve the audience in a poll, they will feel _____ in the presentation.
5. Surprises capture an audience's interest, so do something _____.

C

Discuss in pairs or groups. Think of three ways to capture the audience's attention for one of the following presentation topics.

- The hospitality industry offers a variety of careers for chefs.
- Social-emotional learning is as important as school subjects.
- Technical careers are as important as college careers.
- We need a four-day work week or more flexible working hours.
- Your own topic

Digital communicative task

A

Brainstorm some ways to capture an audience's attention for a short presentation.

- Select a topic for a short presentation.
- Think of three ways to capture the audience's attention for the presentation. Use a story, use humor, appeal to your audience's senses, do something surprising, or create an interactive activity.
- Prepare the texts, visuals, or objects you will need.
- Rehearse your story, joke, or activity that engages the audience with classmates
- Practice capturing the audience's attention in the context of the whole talk.

B

Give your talk and ask your audience for feedback on how well you captured their attention. Record your talk and watch the video. Reflect on the progress you made from your rehearsal to your talk.