



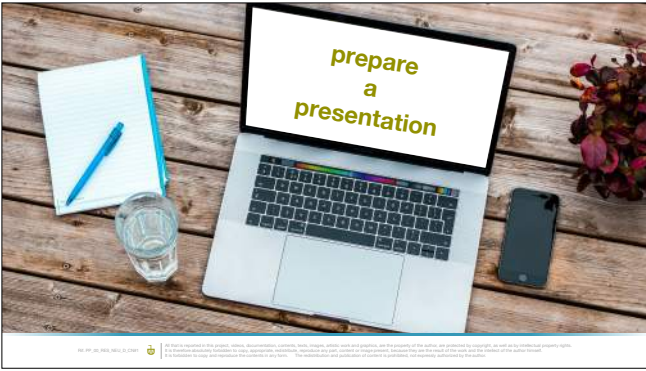
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结果  
准备演示文稿



这是一项经常被低估的活动，而且并不总是能够投入足够的时间。

### Who takes care of the presentation?

**CLIENT**      **PREPARER**      **SPEAKER**

有 3 个理论数据有助于演示。

- 准备者
- 扬声器
- 客户

### PREPARER

#### WHAT ARE THE ASPECTS TO BE MONITORED?

Content usability

Timing

Visual aids

Degree of attention

指导准备者的方面是：

- 内容的可用性
- 曝光时间
- 视觉教具，例如幻灯片、视频等。
- 关注演示的人的关注程度。

### INVITATION

**Potential Participants**

#### Why should I participate?

- Did the invitation make it clear to me what this is about?
- Did he/she invite me to participate with the right attitude?

EXPECTATIONS

#### DEGREE OF SATISFACTION

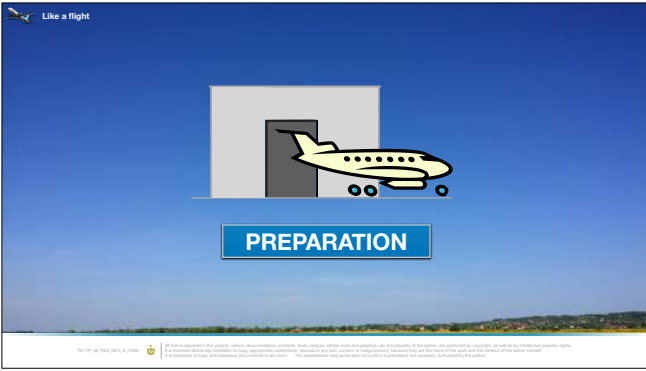
#### PRESENTATION

RESULTS

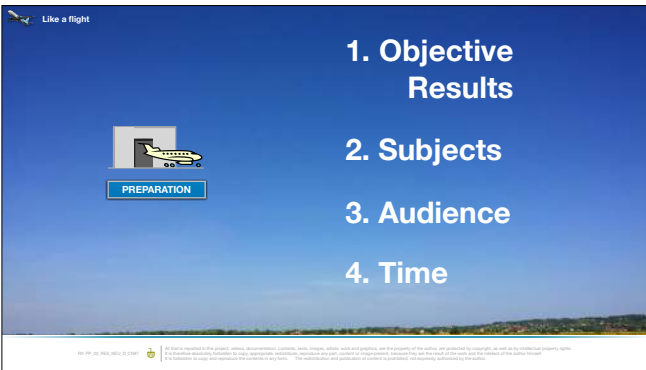
邀请是让观众参与的第一步



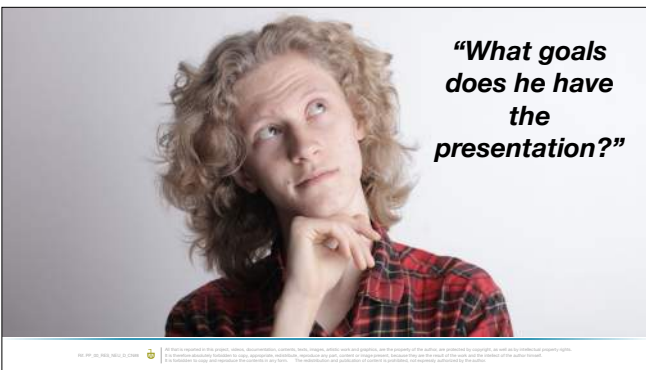
演示与驾驶飞机有相似之处。



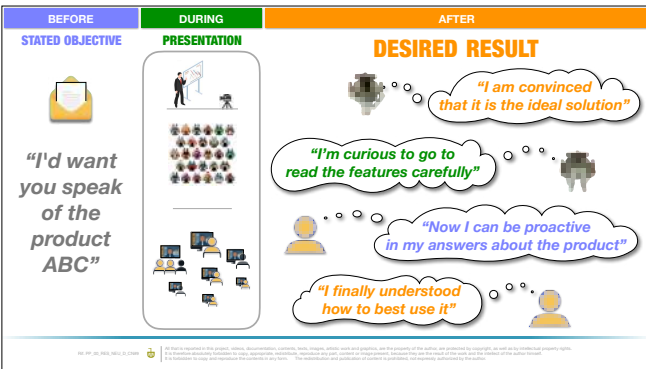
让我们从准备开始吧。



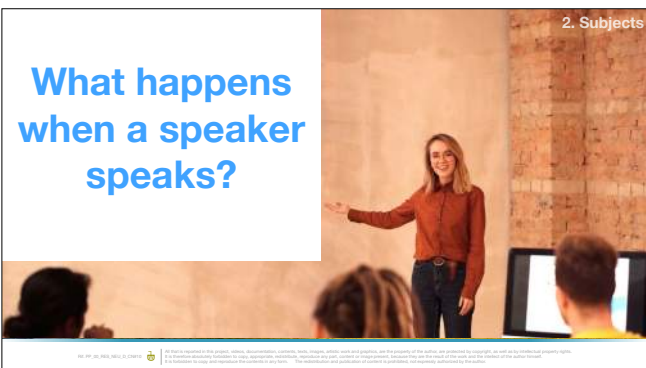
主要有四点需要回答。  
目的和结果  
科目  
观众  
时间



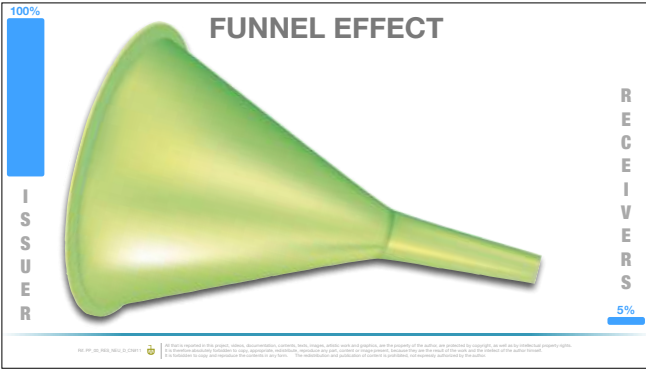
演示的目的是什么？



明确演示后我们想要发生的事情至关重要。



当演讲者向观众演讲时会发生什么？



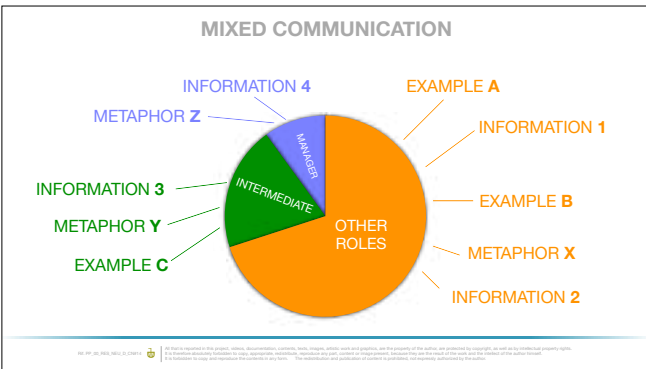
我们来看看漏斗效果



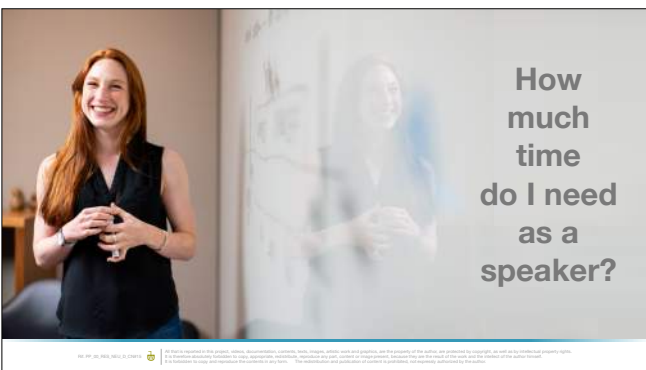
演讲的目标对象是谁？



根据对话者是谁来调整我们的沟通方式。



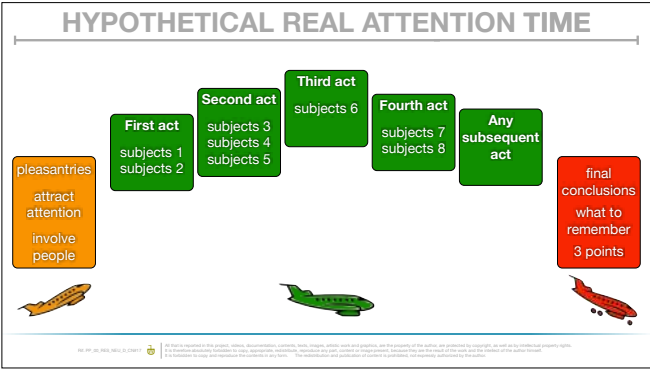
混合通讯



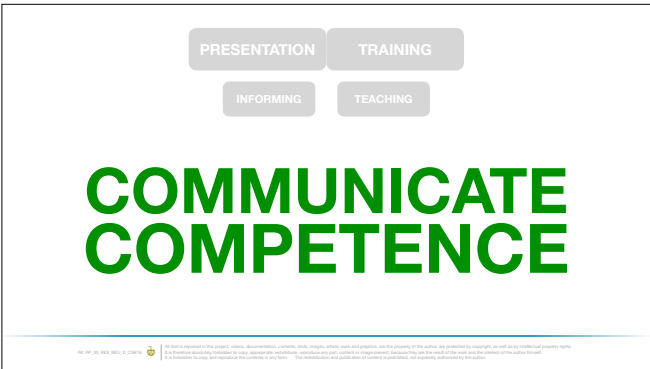
作为演讲者，我需要多少时间来进行演示？



我能引起他们的注意多久？



接下来，我们将继续定义引言和结束语。



让我们看看两种传达我们的专业知识和相关动态的方法。

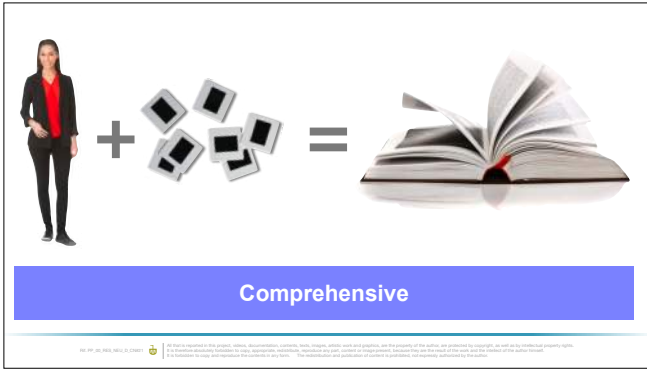


我们将通过“4步骤”或“4S”模型来做到这一点

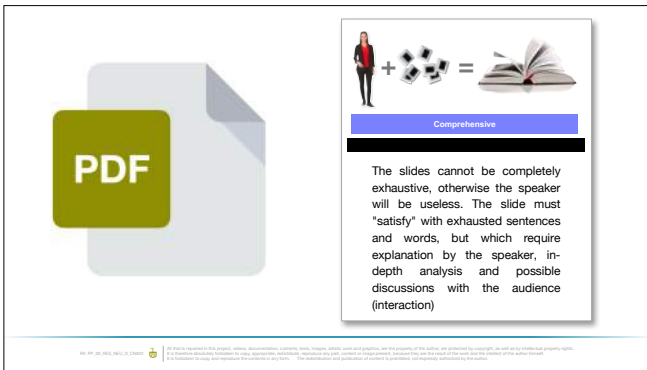


充分使用视觉教具

演讲者和幻灯片必须像一本清晰而全面的书一样。



易于准备且在演示后有用的文档。



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and  
intellectual  
property

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