



Aalto-yliopisto

# LC-1114 Communicating technology

- Beginning and ending your presentation

## **Example:**

What would you say in the different parts of the introduction and conclusion?

### **Introduction:**

- 1 Capture attention
- 2 Establish credibility
- 3 State your topic and purpose
- 4 Provide an overview of content

### **Conclusion:**

- 1 Summarise: revisit each main point
- 2 Restate your key message
- 3 Return to theme of introduction
- 4 Provide sources (and invite questions)

This example presentation aims to **persuade**: the speaker recommends that the audience (=company representatives) adopt a specific software to combat internet security risks at a company.

The presentation is organized based on the comparison-contrast pattern,

# Introduction

# 1 Capture attention



“Did you know that your home computer could be attacking the government of United States right now? Or sending spam to thousands of people? Did you also know that you could be held accountable for it, even if you didn’t know about it? Well, this all could be happening if your computer was part of a botnet. Botnets have become a major threat to companies like your own.”

2 Establish credibility

3 State your topic and purpose

**Internet Security Risks:  
Recommendations**



**TurvaNet Security Consulting**  
Mikko Meikäläinen

“**My name is** Mikko Meikäläinen, and I’m a consultant with TurvaNet Security Consulting. “

“Today, I’m going to introduce to you Turboware, our solution to ensure internet security and to protect your company against becoming a victim of botnets. “

# 3 Provide an overview of content

## OVERVIEW

1. What are botnets?
2. Potential solutions?
3. Strengths /Weaknesses?
4. Best solution for your context?

### What else?

Preview the first main point to indicate the movement on to the actual body of the presentation and the 1<sup>st</sup> topic area!

**“I have divided my talk into three main areas. First, we’ll see what botnets are and the motivation behind them. Then, we’ll examine three potential methods to avoid the threats posed by botnets. Third, we’ll evaluate these options. And finally, I’ll show you why Turbeware would be most suitable one for your company.”**

**“So, what are botnets?”**

Here, between the introduction and the conclusion, is the body section, about 80% of the total duration of the talk. It contains the bulk of all the information, organized in 3-4 main topic areas.



**Conclusion**

# 1 Summarise: revisit each main topic area

## What else?

Transition statement to indicate that now it's time to conclude the talk.

## Conclusion

1. Botnets pose 4 threats
2. Three possible solutions
3. Five security requirements
4. Recommendation: *Turboware*

**“So, in conclusion, what we have learned today** is that botnets are used for malicious purposes and pose four real threats to companies like your own. We looked at three measures that you could use against these threats and evaluated the effectiveness of those measures on the basis of five criteria: *cost, encryption capability, system performance and export control.* “

## 2 Restate your key message (synthesize!)

### Conclusion

1. Botnets pose 4 threats
2. Three possible solutions
3. Five security requirements
4. Recommendation: *Turboware*

“Based on what you’ve seen today, I’m sure you would agree that the best solution for your company is Turboware.

Turboware not only offers superior encryption and export control features, but it also provides adequate performance for dealing with the volume experienced by your company at a cost that you can afford. “

### 3 Return to the theme of the introduction (attention capturing, purpose...)



“What you can do is to adopt this new technology within the next two weeks, so that your computer system doesn’t become a part of a botnet and...”

### 3 Return to the theme of the introduction (attention capturing, purpose...)



... so that some government won't come knocking on your door one day, asking difficult questions. “

# 4 provide resources and invite questions

## References

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“So if you got interested and would like to learn more, here are some useful links to look at and dig deeper. “

“Now, I’m sure you all have lots of questions, so let’s open the floor for discussion.”

*As you plan the introduction for your presentation, think what idea would capture the attention of the audience effectively, showing the relevance of your topic to them.*

*How could you use the same idea to create an effective closure to the talk as well?*

