

Presentations cultural differences Answer key

You should start the presentation at the set time, even if some people still haven't arrived- *Depends on the country*

If someone comes in late, my suggestion is to stop your presentation until they have sat down- *Depends on the country*

You should leave at least half an hour at the end of the presentation free because there will be lots of questions- *Depends on the country*

I recommend telling people to keep all questions until the end because otherwise you will never finish your presentation- *Depends on the country*

It's best to make eye contact with the audience as you speak to them- *Generally true, but amount and length of eye contact and who you should make eye contact with might vary by country*

It's generally a good idea to pause after each section and check if everybody understood- *Generally not needed unless the people listening have difficulty understanding the language used or complicated ideas*

I would advise you to tell as many jokes as possible to keep people interested- *Depends on the country and the topic. British presentations tend to have quite a few jokes.*

If there is silence from the audience, I would suggest asking them if everything is okay- *Depends on the country.*

When you want to show you are really getting serious, my advice would be to take off your jacket and roll up your shirt sleeves- *Can depend on the country. Not usually in a presentation, but in some countries taking off your jacket and rolling up your shirt sleeves shows that you are really getting down to business, but in other countries it would be understood that you are relaxing too much.*

If I were you, I'd finish at the set time even if there are still questions from the audience- *Depends on the country, but usually not possible.*

If I was in your place, I'd watch people's body language carefully and be worried if people cross their arms- *True in any country.*

Whatever you do, smile all the time- *How much you smile depends on the culture and the seriousness of the topic.*

If you need to drink water during a presentation, make sure you pour it into a glass and don't drink it out of the plastic bottle- *Generally a good idea for any country, but how rude drinking out of the bottle is depends on the country.*

You'd better wear bright colours to get everyone's attention.- *Generally not suitable for a business presentation, but what colours are suitable for business clothes varies by country*

If it was me I'd sit on the edge of a desk to show your "relaxed but attentive" attitude.- *Generally not a good idea, but possible in some countries in a more informal presentation.*

If I were in your position, I'd chat with people as they come into the room before your presentation starts.- *Generally a good idea, but can depend on the country.*

You ought to spend a lot of time preparing the visuals for your presentation.- *How many and what kind of visuals are suitable for a presentation can vary by culture, but generally visuals are becoming more important nowadays*

If someone in the audience closes their eyes when they are listening, you should assume that they are asleep.- *In some cultures it could just mean they are listening carefully*

Have you thought about asking particular people to ask you a question? That's what I would do to get the Q and A session started.- *In some cultures this may embarrass the person who is picked on*

Why don't you give the presenter a round of applause when they finish the presentation? In my opinion, it's the most polite thing to do.

You could try writing all measurements in metres and feet so that everyone in the

audience can understand.- *In a mixed audience this might be a good idea.*

Make sure you aim your talk at the most important person in the room.- *How much you should aim your attention at the most important person or spread it evenly around the room can depend on the culture*

One idea is to write your presentation out in full and then just read it out to your audience- *This is always a bad idea, but in some countries people do still present like this sometimes*