

MASTERING THE ART OF ENGAGING PRESENTATIONS: FROM POWERFUL OPENINGS TO PERSUASIVE CLOSURES

A PRACTICAL GUIDE FOR POLYTECHNIC STUDENTS



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First Edition: 2025

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e-ISBN: 978-629-7786-10-0

Published by:

POLITEKNIK UNGKU OMAR

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Preface

This e-book is specially crafted for polytechnic students pursuing diplomas across various courses and as well as anyone seeking to enhance their presentation and communication skills. It aligns closely with the Communication Skills components found in the English syllabus of polytechnics in Malaysia.

Recognizing the vital role that effective presentations play in both academic and professional settings, this volume focuses on equipping students with the tools and techniques necessary to deliver engaging, confident, and impactful presentations. From crafting powerful openings to closing persuasively, this book breaks down the art of presenting into practical, easy-to-understand concepts supported by real-world examples and exercises.

The content is presented in an accessible, engaging manner to ensure learners can grasp and apply the skills with confidence. Additionally, the book encourages active practice through thoughtfully designed tasks and reflection prompts, fostering continuous growth and improvement.

This e-book is authored by experienced polytechnic lecturers who bring years of teaching Communicative English and presentation skills. Their commitment is to empower students to communicate effectively and stand out as confident presenters in any environment.

We hope this resource inspires you to master the art of presenting—not just as a skill, but as a powerful means to share your ideas, connect with your audience, and make your voice heard.

Maalani a/p Silverajoo

Shamsul Banu binti Mohamed Siddik

Nishantini a/p Ganesan

ACKNOWLEDGEMENT

We would like to express our heartfelt gratitude to all our colleagues, friends, and family members who provided unwavering encouragement, guidance, and support throughout the completion of this e-book.

We are especially grateful to the Head of Department, En. Amir Fariz Bin Che Man, for his vision and leadership, which laid the foundation for this project.

Our sincere thanks also go to our proofreader, Mr. Jeyahar Mark a/l Johnson Sundrasehgar, Pn. Wan Norina binti Wan Hamat, the PUO e-book coordinator, and Ms. Zulaikha binti Zulkflee, the JPA e-book coordinator, for their valuable assistance and contributions to the development of our final product.

A special note of appreciation goes to our students Nurul Farzana Nazura binti Rizaisham, Nur Farah Najiha binti Kamaludin, and Ika Zulaika Tan binti Abdullah for participating enthusiastically as models in our video. Their cooperation and commitment brought our content to life in a meaningful and engaging way.

Yours sincerely

Maalani a/p Silverajoo

Shamsul Banu binti Mohamed Siddik

Nishantini a/p Ganesan

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Maalani a/p Silverajoo

Empowering learners since 2007

has been teaching English language courses offered at the General Studies Department, Politeknik Ungku Omar, Perak since 2007.



Shamsul Banu binti Mohamed Siddik

Inspiring students since 2006

is a lecturer teaching English language courses offered at the General Studies Department, Politeknik Ungku Omar, Perak since 2006.



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1

Introduction



“A great presentation is not just about what you say—it’s about how you make people feel.”

WHY PRESENTATIONS MATTER

In today’s fast-paced world, grabbing and holding attention is a superpower whether you’re sharing insights or training a team.

But don’t worry - this eBook is here to help you stand out.



WHAT YOU’LL LEARN

This guide will transform your presentations into dynamic and audience-grabbing events.



The psychology behind audience engagement



How to use storytelling and visuals effectively



Strategies to boost confidence and clarity



Techniques for powerful openings and inspiring closings

HOW TO USE THIS EBOOK

This is your hands-on toolkit. You can :

- Read from beginning to end for a deep dive
- Jump to sections that fit your immediate needs
- Practice using tips, examples and mini activities
- Apply the methods in real-time for real results



Get ready to impress, influence and inspire. Let’s elevate your presentation.



Scan the QR code and tap
“No Image” to access the notes.

2

The Mind of Your Audience



Why Engagement Matters



A disengaged audience is a lost audience



Scan the QR code and tap "No Image" to access the notes.

What Your Audience Wants

What's in it for me?

Why should I care?

Tell a story!

Tailoring Your Message

- Research their background**
- Understand their needs**
- Avoid jargon**
- Give relevant examples**



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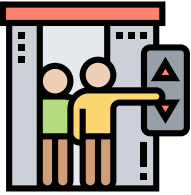


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YOUR TURN
Tailor a message for audience

Tell stories

Motivated to learn



Practice 1: "The Elevator Pitch Challenge"



Scan the QR code and tap
"No Image" to complete Practice 1:
The Elevator Pitch Challenge



Practice 2: "Spot the Disconnect"



Scan the QR code and tap
"No Image" to complete
Practice 2: Spot the Disconnect

3

The Power of Purpose and Message Clarity



The Power of Purpose



When a communicator has a clear purpose or objective behind their communication they gain strength and influence. A speaker or writer can communicate their message more effectively, confidently, and with greater focus when they know why they are speaking (to inform, persuade, entertain, inspire, etc.).

The ability to be easily understood. A clear communication is straightforward, uncomplicated, and organized, preventing misunderstandings or ambiguity. The audience is more likely to be engaged by clear messages, which also guarantee that the intended message is accurately conveyed.



Message Clarity

Defining your core message

Choose which major concept or point you want your audience to take away and retain. The main focus of your communication is this message, which should be backed up and reinforced by everything you write or say.



It keeps your communication focused and purposeful.

It helps your audience grasp your main point quickly.

It ensures consistency across your words, tone, and delivery.



Know your purpose

Know your audience



Be concise

Support it with key points

AVOIDING INFORMATION OVERLOAD: CLARITY OVER COMPLEXITY



Presenting only the most important and relevant facts can help your audience understand your point without feeling overwhelmed. Clarity (being straightforward and easy to understand) is prioritized over complexity (being excessively technical or confusing).



AVOIDING INFORMATION OVERLOAD: CLARITY OVER COMPLEXITY

TOO MUCH INFORMATION CAN CONFUSE OR BORE YOUR AUDIENCE.



PEOPLE REMEMBER MESSAGES THAT ARE CLEAR, FOCUSED, AND WELL-ORGANIZED.

KEEPING THINGS SIMPLE MAKES YOUR MESSAGE MORE POWERFUL AND MEMORABLE.

9

Stick to your core message – Don't go off-topic.

Use simple language – Avoid jargon or overly technical terms.

Break down complex ideas – Use examples, visuals, or analogies.

Limit your key points – Focus on 2–3 main ideas.

Give time to absorb – Pause, ask questions, or summarize key points.

HOW TO AVOID INFORMATION OVERLOAD

OBJECTIVES OF AN ORAL PRESENTATION

To Inform

To Inspire or Motivate

To Build Connections

To Persuade

To Entertain

CLICK HERE!

Practice 1: Identify the Purpose. Read each short speech excerpt below and decide what the purpose is:

- Inform
- Persuade
- Inspire

1. "Plastic waste is harming our oceans. Every year, millions of sea animals die because of plastic pollution. Today, I will explain how it happens and what we can do to help."

Purpose: _____

2. "Don't let one failure stop you. I failed many times, but I kept trying. Now, I'm proud of how far I've come. You can do it too – just don't give up."

Purpose: _____

3. "We need to reduce food waste in our school. I believe we should have a compost bin in the canteen. This small change can help the environment."

Purpose: _____

Practice 2: Practice Writing a Clear Message. For each topic below, write ONE clear sentence that shows your main message.

🚀 **Topic 1: The Benefits of Reading**

Your clear message: _____

🚀 **Topic 2: Why Exercise is Important for Students**

Your clear message: _____

🚀 **Topic 3: Never Give Up**

Your clear message: _____

4

Making a Memorable First Impression



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Scan the QR code and tap "No Image" to access the notes.

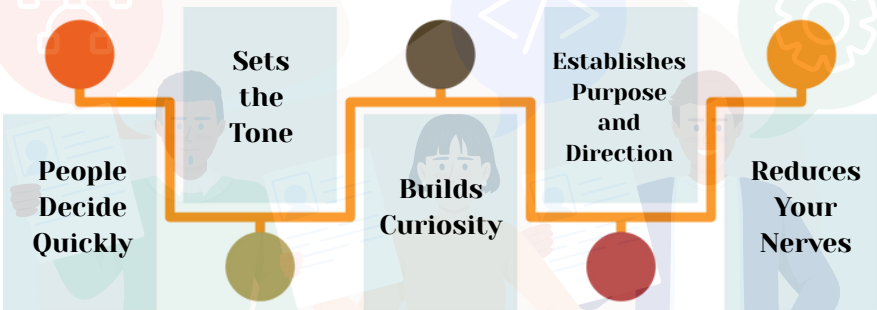
Making a Memorable First Impression

Making a good, long-lasting impression and grabbing your audience's attention from the start. The initial sixty seconds of any presentation or interaction are crucial since it's during that little period that individuals frequently make their decision to continue listening.



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Why the First 60 Seconds Matter !!!



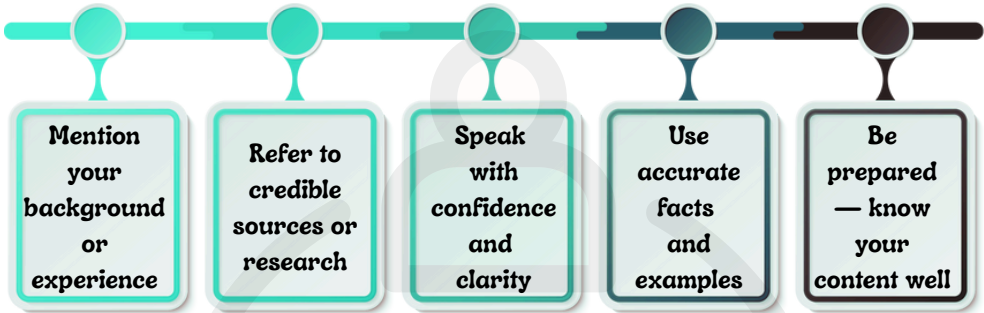
Strong Openings for Oral Presentations



Establishing Credibility and Connection in an Oral Presentation



Ways to Establish Credibility



Ways to Build Connection

Use personal stories or emotions



Ask questions

Use eye contact and smile

Speak in a conversational tone — not like reading a script

Refer to your audience directly

When you have credibility, the audience listens.
When you make a connection, the audience remembers.



PRACTICE 1



Choose your own topic and write a strong opening for an oral presentation.

- Topic: _____
- Your Opening: _____

Short Answer

1. List two techniques you can use to start a presentation:

- _____
- _____

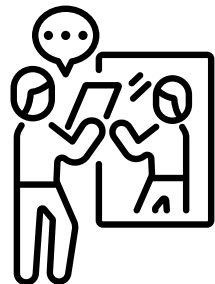
2. Write one example of a surprising fact you could use in a presentation:



PRACTICE 2



Please click at the link given below to complete a task in Google Form



5

Creating Natural Flow and Structure



THE 3-PART RULE OF ORGANIZATION

INTRODUCTION

- **Purpose:** Grab attention & introduce the topic.
- **Include:**
 - A strong hook (story, quote, question, fact)
 - Your main idea / purpose
 - A quick preview of your main points

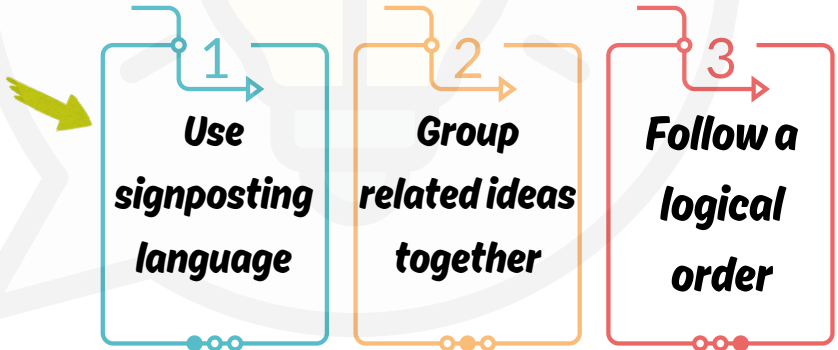
BODY

- **Purpose:** Develop and support your main idea.
- **Include:**
 - 2 to 4 clear, well-organized main points
 - Each point should have:
 - Supporting details or examples
 - Transitions to link ideas smoothly
 - Rule of 3: Present ideas in groups of three (audience remembers better)

CONCLUSION

- **Purpose:** Summarize and leave a lasting impression.
- **Include:**
 - A brief recap of main points
 - Restate the main message
 - A strong closing (call to action, reflection, memorable quote)

Tips for Logical Flow



USING SIGNPOSTING & TRANSITIONS IN ORAL PRESENTATIONS

SIGNPOSTING



Guiding your audience through your presentation with targeted words and phrases. It is similar to providing them with verbal "road signs" to let them know where you are and what is about to happen.

Signposts: Why Are They Important?



1
Maintain the audience's interest and focus

2
Make your points and structure easier for the listeners to recall

3
Make sure your thoughts are coherent and clear.

WHY ORAL PRESENTATIONS NEED ANTICIPATION AND LOGICAL PROGRESSION



Scan the QR code and tap "No Image" to access the notes.

Captures and Holds Attention

Guides the Audience Clearly

Improves Understanding and Memory

Strengthens Persuasion and Impact

Shows Professionalism and Preparation

- Anticipation creates curiosity — it makes people want to keep listening.
- It prevents your audience from becoming bored or distracted.
- Keeps energy and engagement high throughout the presentation.

- Logical progression acts like a roadmap.
- It helps the audience understand your message step-by-step.
- Listeners can predict what's coming next, making it easier to follow.

- When ideas are presented in a clear, logical order, they are easier to remember.
- Structured content makes complex ideas easier to grasp.
- Audiences are more likely to retain your key message.

- A well-organized message makes you sound confident and credible.
- Anticipation builds momentum toward your main point or call to action.
- Logical flow makes your arguments more convincing and powerful.

- Your audience can see that you're organized and thoughtful.
- It reflects your effort and respect for their time.
- Helps you deliver with confidence and control.



Scan the QR code and tap "No Image" to access the notes.



PRACTICE 1

1. In your own words, why is it important to build anticipation in a speech?

2. Give an example of a transition phrase that shows logical progression.

3. How can poor organization affect your presentation?

4. Think of a time when you listened to a well-organized presentation. What made it effective?

5. Write a short paragraph using at least one anticipation technique and one signposting phrase.

6

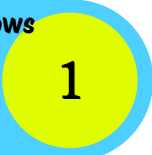
Enhancing with Voice, Body & Visuals



MASTERING YOUR VOICE: PITCH, PACE, VOLUME & PAUSES

Pitch: Your Voice's Highs and Lows

- Your voice's pitch is how high or low it sounds.
- For questioning or enthusiasm, use a higher pitch; for authority or seriousness, use a lower tone.



Pace: The Rate of Your Speech

- Pace refers to how quickly you speak.
- When explaining anything significant, take your time. Increase your speed a little bit to create enthusiasm or strength.



Volume: The Loudness of Your Speech

- The loudness of your voice is known as volume.
- When speaking to a crowd, raise your voice a little bit, but not so loudly that you come out as robotic.



Pauses: Silence in Strategy

- A pause is a brief interruption in your speaking.
- Take a moment before or after a key concept. Don't rush into quitting.



Body Language in Oral Presentations: Posture, Gestures & Eye Contact



Scan the QR code and tap "No Image" to access the notes.

POSTURE: HOW YOU SIT OR STAND

EYE CONTACT - CONNECTING VISUALLY

GESTURES - MOVING YOUR HANDS & BODY NATURALLY



Scan the QR code and tap "No Image" to access the notes.

Voice: Make It Powerful

Your voice can influence mood, clarity, and interest. Use it to emphasize key points.



Pitch

Vary pitch to avoid sounding flat. Use high pitch for excitement or questions.

Pace

Slow down for important points; speed up slightly to show energy.

Volume

Louder for emphasis; softer to draw attention or express seriousness.

Pauses

Use silence strategically. Pause before a key idea to build anticipation.

Body Language Speak Without Words

Posture – Stand tall and open. Avoid slouching or fidgeting.

Gestures – Use your hands to emphasize points (e.g. numbers, comparisons).

Facial Expressions – Smile, raise eyebrows, or frown appropriately.

Eye Contact – Look at your audience to connect. Sweep across the room.

Your body supports what you say. It shows confidence and engagement.



Visual Aids: Show, Don't Just Tell

Visuals clarify ideas and keep the audience interested.

Slides – Use images, keywords, and diagrams. Avoid overcrowded text.



Props or Objects – Use if relevant (e.g. samples, models).

Charts & Graphs – Make data easy to understand

Videos or Animations – Short clips can show a process better than words.



One main idea per slide.

PRACTICE

Discuss these questions with your group.

- 1. Why is it important to sound confident in a workplace presentation?
- 2. How does body language affect your message in meetings?
- 3. What visuals have helped you understand a topic better at work?

Body Language Observation

Watch your partner or group member present a short 1-minute talk. Observe the following:

- Posture: Are they standing upright and open?
- Gestures: Are their hand movements natural and clear?
- Eye contact: Are they looking at the audience or screen?
- Facial expressions: Do they match the message?

Micro-Presentation

Prepare and deliver a 2-minute presentation using voice, body language, and a 3-slide visual aid.

7

Keeping the Audience Involved



Why Interaction Matters?



Scan & View in 3D

Captures Attention
Builds Connection
Boosts Engagement
Enhances Learning
Provides Feedback



Scan & View in 3D

Techniques to Prompt Interaction

- Questioning Technique
- Storytelling or Humour Technique
- Polling or Hand-Raising Technique
- Interactive Visuals & Tools
- Short & Quick Activities



Reading the Room

Scan & View in 3D

Spotting Disengagement

- Blank Stares
- Checking Phones
- Slouched or Closed Body Language
- Whispering or Side Conversations
- Daydreaming

Responding Tactfully

What to do?

- Bring Attention Back
- Offer Light Acknowledgement
- Move Around
- Be Clear and Concise



Talk with your audience, not at them.



8

Closing with Strength and Purpose



Practice

<https://forms.gle/uRJBPUsnziiNcWjw7>



Recap and Reinforce

- **Summarise** key points clearly.
- **Restate** main points - one or two sentences.
- **Link back** to the main message or points.
- **Useful Phrases:**

“In short..”

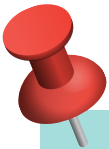
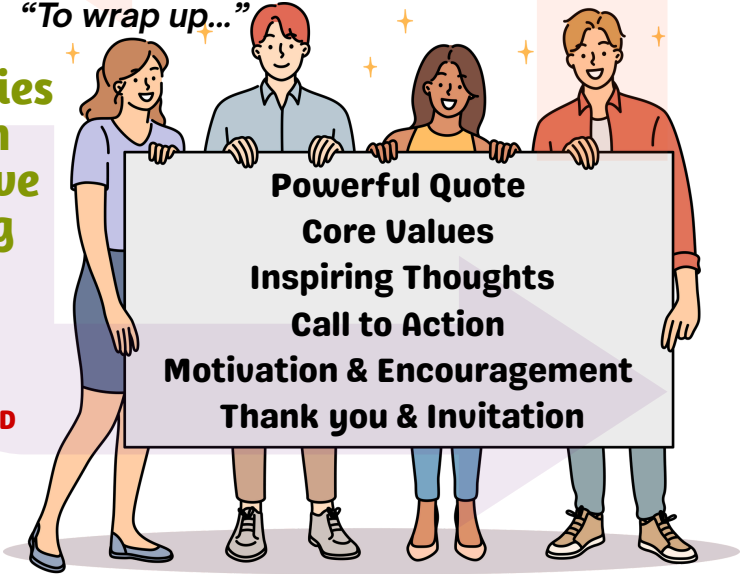
“In conclusion...”

“To wrap up...”

Strategies for an Effective Ending



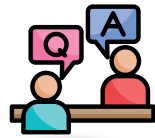
Scan & View in 3D



What to Avoid?

- **Avoid unnecessary apologies** - *“Sorry, I didn’t prepare much.”* (Weakens your **credibility** and reduces audience’s **confidence**.)
- **Don’t add new information or points.**
- **Avoid weak ending** (vague and unclear closing lines) - *“That’s all from me. Thank you very much!”*

Handling Q&A and Finishing Well



Question yourself before the audience questions you.

Practice

<https://forms.gle/GGgQgY7LwTFSRW6A>

Anticipating Questions and Preparing Clear Responses

Think Ahead

Consider common or likely questions your audience might ask.

Prepare Answers

Keep your responses short, relatable and clear.

Don't Panic
- Handle it like a pro.

Gracefully Handling Difficult or Unexpected Questions

Never argue, dismiss or ignore questions.

So, how to respond in certain situations?

Even After Q&A

Leaving a Strong Final Impression

- Briefly restate your key message.
- End with confidence and warmth.
- Use a short closing remark such as "Thank you for your great questions and attention. It has been a pleasure sharing with you."
- Smile, make eye contact and exit with positive body language.



Scan & View in 3D



10

Practice, Feedback and Growth



Practice
<https://forms.gle/To7earvtBbYeeBZH9>

Rehearsal Techniques That Work



Mirror Practice

Camera Practice

Peer Feedback



Scan & View in 3D



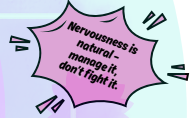
Managing Nerves and Building Confidence



Scan & View in 3D



Prepare well



Breathe deeply

Positive self-talk

Continuous Improvement



Track feedback

Reflect after presentation

Set improvement goals

Celebrate progress

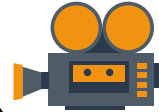


Scan & View in 3D



Video Insights

(Real-Life Demo Videos)



Welcome to the 'Video Insights' section.
Watch examples that showcase key presentation techniques in action



How to open a presentation with impact

A strong introduction is your first and greatest opportunity to grab the audience's interest and establish the tone for the rest of your presentation. You can see in this video.



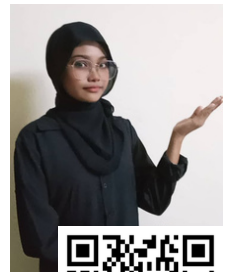
Scan the QR code, allow camera access and tap "No Image" to view the video



Using voice variations to keep attention



One of your greatest weapons is your voice!
Discover how to control volume, pitch, and tempo to keep your audience engaged, awake, and eagerly awaiting your next word in this video.



Scan the QR code, allow camera access and tap "No Image" to view the video



Body language Do's & Don'ts

Even before you speak, your body talks loud and clear. Discover how your message may be strengthened and trust established through planned movements, confident posture, and effective eye contact. This video outlines the essential dos and don'ts.



Scan the QR code, allow camera access and tap "No Image" to view the video



QUICK TIPS

Extra Tips for a Successful Start

- Identify your audience and tailor your approach to their needs.
- State your objective clearly so they know what to expect.
- Begin with impact – use a strong quote, question, or image.
- Pause effectively – a brief pause adds clarity and confidence
- Stand tall – a confident posture builds credibility.



Engaging Closures that Stick

Ensure that your presentation doesn't end poorly! Your last remarks represent your last opportunity to leave a lasting impression, motivate action, or leave your audience with a notion that will stick with them. This video teaches you how to make one.



Scan the QR code, allow camera access and tap "No Image" to view the video



Handling Audience Interaction Smoothly

Comments and questions have the power to either increase participation or totally break your flow. Learn how to stay in control, handle audience participation with ease, and maintain the flow of your presentation. You can see how in this video.



Scan the QR code, allow camera access and tap "No Image" to view the video



Designing Visually Engaging Slides (Beyond Bullet Points)

“ The dreadful "document slide" is over. This video demonstrates how to turn your slides into effective visual aids that strengthen your argument, make difficult concepts understandable, and genuinely engage your audience. ”



Scan the QR code, allow camera access and tap "No Image" to view the video



Quick Tips for Presentations

♥ End on a Positive Note

→ A captivating quote, synopsis, or next move should be used to close out your presentation. Stick it!

↑ Handle Questions Like a Professional

→ Actively listen, keep your focus on the participants, and express gratitude for their contributions.

🧑 Create Vibrant Design Slides

→ Keep each slide to a single major theme. Employ understandable colors, standardized typefaces, and clear images.





TO DO



Presentation Planner

Plan impactful talks with this comprehensive presentation planner



TRY THE PLANNER NOW



Confidence Checklist

Use this simple checklist to boost your confidence before presenting



DOWNLOAD THE CHECKLIST

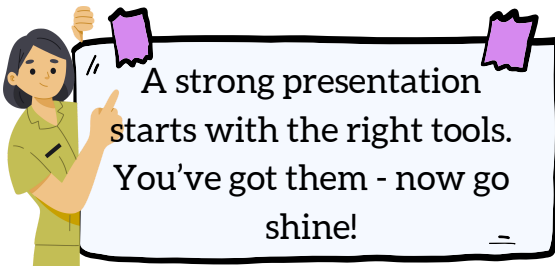


Slide Design Templates

Access visually engaging templates for your presentation slides



TRY THE TEMPLATES





[Adogy. \(n.d.\). Message clarity. https://www.adogy.com/terms/message-clarity/](https://www.adogy.com/terms/message-clarity/)

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e ISBN 978-629-7786-10-0



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