

13 Patently absurd

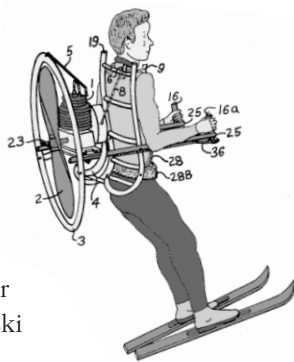
Chris Murray

Match the presentation openings to the techniques they exemplify.

Presentation openings	Technique
a How many of you here today have ever been in the situation where you wanted to get cash from the bank on a Sunday?	1 Making a topic statement
b I remember the time when I was asked a difficult question in an interview and had no idea what to say.	2 Giving an amazing/surprising fact/statistic
c What's the biggest problem that car drivers face today?	3 'Visualisation' of statistics
d We have found that four out of every five homeowners don't have adequate insurance cover.	4 Personalisation through rhetorical/genuine questions about audience's experiences
e With this product you'll be able to slash 35% off your fuel bills.	5 Personal anecdote
f Today I'm going to talk to you about the new staff training programme.	6 Stating a problem/personalisation through rhetorical/genuine questions about general issues
g Did you know that Americans on average eat 18 acres of pizza every day?	7 Showing the benefits and opportunities of your product/service etc.

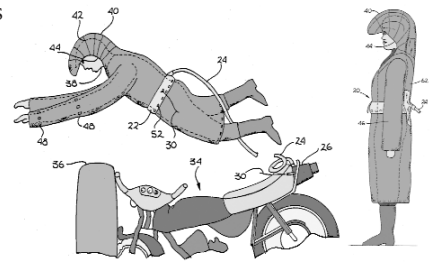
a The ski propeller

Description: For independent skiers. Rucksack unit with small petrol engine (e.g. chain saw motor), propeller for thrust. Throttle controls on ski sticks or on supports attached to motor unit. No more expensive ski passes and lift queues.



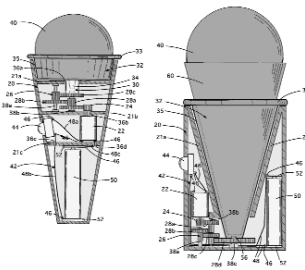
b The full-body motorcycle airbag

Description: Lifesaver for all motorcyclists (could be adapted for bicycles?) Special suit, like a car airbag, attached to bike by a cable which breaks when rider is thrown off – inflates suit. Reusable if checked by service company.



c The motorised ice-cream cone

Description: For kids and adults. Motorised revolving ice-cream cone, electric motor, variable speed control, batteries. Two versions – hand-held or on table/body strap for hands-free use (possibly in-car entertainment?) Small cooler built in to prevent melting.



d The ball boat

Description: Revolutionary water-based transport system. Rolls over water, less friction, higher speed (3x faster than conventional boat), fuel economy, comfort. Powered by propeller engines on cabins attached to each side (can detach in emergency and travel independently).

