

Engaging an Audience: Techniques That Work

60 minutes

ICT Specialism 2: The Presentation of ideas

Outcome M2.U3.2

WHAT THIS LESSON DOES

Practise five live engagement techniques such as opening hooks, stories, eye contact and pauses. Apply them during a second pair rehearsal of your format 1 presentation ahead of the Vocational Education Task interview.

CURRICULUM OUTCOMES

Outcome	What the specification asks for
M2.U3.2	Identify key features of best practice in presentation to engage an audience and apply these features.

WHAT STUDENTS SHOULD BE ABLE TO DO

- Use opening hooks, stories, eye contact, and pauses in live delivery
- End a live delivery on the takeaway or ask without adding extra material
- Complete a second pair rehearsal focused on engagement technique

BEFORE THE BELL

- Place sm2_format1_sample in Project_Portfolio/09_specialism/sm2/ (or share it) and prepare a demo with marked speaker notes.
- Optional but recommended: drop a pre-headed sm2_peer_feedback_round_2 template into sm2.
- Pre-assign pairs if the class needs it.
- Have one short demo opening ready (hook + one-sentence story) linked to a sample vocational pitch. Confirm sm2_format1_sample is in every student's sm2 folder (or shared). Students need sm2_format1 open and ready, or the sample plus cues-doc path.
- No prep needed beyond the Aoife example (or swap in a local vocational example the class already knows).
- Place sm2_format1_sample in Project_Portfolio/09_specialism/sm2/ (or share a link). Students open sm2_format1 or the sample plus cues-doc path. Classroom screen ready for a 2-minute speaker-notes demo.
- Have your 30-second model open ready (same hook you used earlier is fine).
- Pre-assign pairs. Confirm every student can open sm2_format1 or sm2_format1_sample. Optional but strongly recommended: place a pre-headed sm2_peer_feedback_round_2 template in sm2. Have the five feedback headings ready to project. Plan a hard checkpoint at about 12 minutes to start write-up.

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HOW THE LESSON RUNS

5 min	introduction	Introduction
6 min	content	Key concepts
15 min	activity	Step-by-step task
6 min	content	Common issues
20 min	activity	Pair rehearsal
4 min	content	Reflection
4 min	summary	Lesson summary

TEACHING MOVES

- Read the Aoife example aloud so students hear the five techniques in order: hook, pause, story, eye contact, stop. Her "into the ask" line is how the story turns into the point, not a sixth technique for them to mark.
- Model hook + full-breath pause + one eye-contact line; every pair does one 20-second opening before the timed run.
- Keep deliveries to about 90 seconds each; redirect design feedback to engagement technique only.
- Collect sm2_peer_feedback_round_2 before students leave.
- Run the pair rehearsal as teacher-paced pairs on a shared timer, not silent solo work.

WHAT TO WATCH FOR

- Writing hooks that resemble title slides; use the stem Last [time], [thing that went wrong / cost money / surprised me]...
- Opening the wrong file in sm2; insist on sm2_format1 or teacher confirmation.
- Feedback drifting to slide design; redirect to the five techniques only.
- Freezing in rehearsal; normalise initial attempts and start from the hook only.
- Untitled or misfiled feedback docs; insist on the exact sm2_peer_feedback_round_2 name inside sm2.

DIFFERENTIATION

- Support: students without format 1 use sm2_engagement_cues_v1 and a partner deck or sm2_format1_sample; their feedback page still counts.
- Support: provide extra time for completing the speaker notes task.
- Extension (optional): opening 20-second audio re-record on phone or PC sound recorder.