

English *for* Presentations

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Cursuri scurte
de limbă engleză
pentru afaceri

ALL

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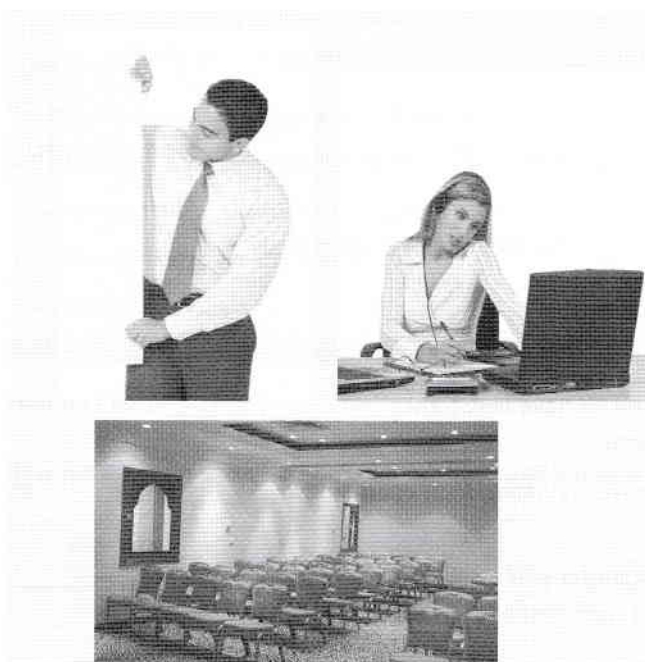
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1 Let's get started ...



Work with a partner. Ask the questions below and make a note of the answers. Then tell the group what you found out and discuss.



- ❶ How often do you give presentations in your job?
- ❷ Who do you normally present to?
(Colleagues, customers, other firms, etc)
- ❸ When was the last time you gave a presentation in English?
Was it a success? If yes, why?
If not, why not? Explain your answer.
- ❹ How do you feel about presenting in a foreign language?
- ❺ Think of an excellent (or terrible) presentation that you have attended.
What made it good (or bad)?



1 Listen to the opening sentences of the three presentations and complete the table.

	Presentation 1	Presentation 2	Presentation 3
Presenter's name			
Presenter's position/function			
Topic of presentation			
Who is the presentation for?			

Which presentations are formal and which are less formal?

VOCABULARY ASSISTANT

to access *a accesa* to appreciate *a aprecia*
to dedicate *a dedica* to evaluate *a evalua* shelving system *sistem pe bază de rafturi*
at short notice *imediat, pe termen scurt*

2 Listen to the openings again and complete the sentences.



2

Presentation 1

- 1 _____, let me thank you all for being here today.
- 2 Let me _____ myself. My name is ...
- 3 I'm here today to _____ our new semi-automatic shelving system.
- 4 My talk is _____ relevant to those of you who _____ for the different parts we supply.



3

Presentation 2

- 5 I'm happy that so many of you could _____ today at such short _____.
- 6 As you can see on the _____, our _____ today is project documentation.
- 7 This is extremely _____ for all of us who are directly _____ in international project management, right?



4

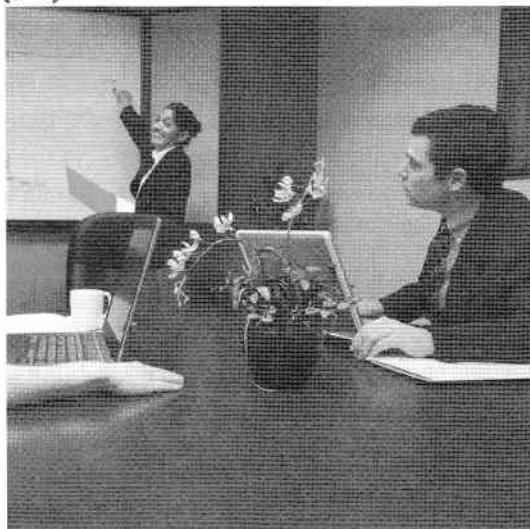
Presentation 3

- 8 I'm _____ that you all have very tight _____, so I appreciate you taking the time to come here today.
- 9 As you _____ know, my name is ... I'm the new _____ manager here at Weston Ltd.
- 10 Today's topic will be very important for you as _____ since _____ your help to evaluate and select candidates for training.

3 Put the sentences from above in the correct category (a–d).

- a saying what the topic is: _____
- b welcoming the audience: _____
- c saying who you are: _____
- d saying why the topic is relevant for the audience: _____

Now put a–d in the order you would use to start a presentation.



4 Match these less formal phrases with the more formal phrases in the table.

What I want to do today is ...

I know you are all very busy ...

As you know, I'm ...

OK, shall we get started?

It's good to see you all here.

Hi, everyone.

Today I'm going to talk about ...

In my talk I'll tell you about ...

More formal	Less formal
Good afternoon, ladies and gentlemen.	1
Today I would like to ...	2
Let me just start by introducing myself. My name is ...	3
It's a pleasure to welcome you today.	4
In my presentation I would like to report on ...	5
The topic of today's presentation is ...	6
I suggest that we begin now.	7
I'm aware that you all have very tight schedules ...	8

5 Now practise the opening of a presentation. Use phrases from the box and follow the flow chart.



THE OPENING OF A PRESENTATION

Welcoming the audience

Good morning/afternoon, ladies and gentlemen.
Hello/Hi everyone.
First of all, let me thank you all for coming here today.
I'm happy/delighted that so many of you could make it today.

Introducing yourself

Let me introduce myself. I'm Dave Elwood from ...
For those of you who don't know me, my name is ...
As you probably know, I'm the new HR manager.
I'm head of logistics here at Air Spares.
I'm here in my function as the Head of Controlling.

Introducing your topic

As you can see on the screen, our topic today is ...
Today's topic is ...
What I'd like to present to you today is ...
The subject of my presentation is ...

Saying why your topic is relevant for your audience

My talk is particularly relevant to those of you/us who ...
Today's topic is of particular interest to those of you/us who ...
My/The topic is very important for you because ...
By the end of this talk you will be familiar with ...

Remember to use words like 'we', 'us' and 'our' to highlight common interest.

STRUCTURING A PRESENTATION (I)

Most formal – and many informal – presentations have three main parts and follow this simple formula:

- | | |
|--|----------------|
| 1 Tell the audience what you are going to say! | = Introduction |
| 2 Say it! | = Main part |
| 3 Tell them what you said! | = Conclusion |

There are several ways you can tell the audience what you are going to say.

would like + Infinitive

Today I'd like to tell you about our new plans.

This morning I'd like to bring you up-to-date on our department.

going to + Infinitive

I'm going to talk to you today about new developments in the R & D Department.

This afternoon I'm going to be reporting on the new division.

will + Infinitive

I'll begin by explaining the function.

I'll start off by reviewing our progress.

After that, I'll move on to my next point.

will be + verb-ing

I'll be talking about our guidelines for Internet use.

During the next hour we'll be looking at the advantages of this system.

6 Complete the sentences with the correct form of the verb and a sentence ending from below.

you on the proposed training project

you up to date on SEKO's investment plans

you how the database works

~~you an overview of our present market position~~

at business opportunities in Asia

on our financial targets for the division

by telling you about what Jane's group is working on

about EU tax reform

- | | |
|----------|---|
| 1 give | Today I'd like to <u>give you an overview of our present market position.</u> |
| 2 show | I'll be <u>showing</u> |
| 3 talk | During the next two hours we'll be <u></u> |
| 4 bring | I'd like to <u></u> |
| 5 report | This afternoon I'm going to <u></u> |
| 6 update | Today I'd like to <u></u> |
| 7 look | This morning we'll be <u></u> |
| 8 begin | Today I'll <u></u> |

STRUCTURING A PRESENTATION (II)

The purpose of the introduction is not only to tell the audience who you are, what the talk is about and why it is relevant to them, you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

I've divided my presentation **into** three (main) parts: x, y and z.

In my presentation **I'll focus on** three major issues.

First (of all), I'll be looking at ..., **second** ..., and **third** ...

I'll begin / start off by explaining ...

Then / Next / After that, I'll go on to ...

Finally, I'll offer some solutions.

! The most common way to structure a presentation is to have three main parts, and then subdivide them into (three) smaller sections.

7 Complete the gaps with the words below.

after • all • areas • divided • finally • start • then • third

1

I'll be talking to you today about the after-sales service plans we offer. I'll _____¹ by describing the various packages in detail. _____² I'll go on to show you some case studies. _____³, I'll discuss how you can choose the best plan to meet your customers' needs.

2

I've _____⁴ my talk into three main parts. First of _____⁵, I'll tell you something about the history of our company. _____⁶ that I'll describe how the company is structured and finally, I'll give you some details about our range of products and services.

3

I'd like to update you on what we've been working on over the last year. I'll focus on three main _____⁷: first, our joint venture in Asia; second, the new plant in Charleston. And _____⁸, our redevelopment

8

Complete the sentences with the correct prepositions.

about • at • for • into • of • on • to • with

- Thank you _____ coming all this way.
- I've divided my presentation _____ three parts.
- First of all, I'll give you an overview _____ our financial situation.
- First, we'll be looking _____ the company's sales in the last two quarters.
- In the first part of my presentation I'll focus _____ the current project status.
- Point one deals _____ APG's new regulations for Internet use.
- Secondly, I'll talk _____ our investment in office technology.
- After that I'll move on _____ the next point.

9 The project manager of a construction company is giving a presentation to his colleagues. Put the sentences in the right order. Then listen and check.

- ☐ a This morning I'd like to update you on the current status of work at the construction site. The information I give you today should help you with planning your next steps.
- ☐ b For those of you who don't know me, my name is Gordon Selfridge. Let me just write that down for you. OK. I'm the project manager in charge of the Bak Tower building project in Dubai.
- ☐ c I've divided my presentation into three parts.
- ☒ d Hello, everyone.
- ☐ e Then I'll move on to the problems we're facing with our local suppliers.
- ☐ f First of all, let me thank you for coming here today. I'm aware that you're all busy preparing for the annual meeting this week, so I really appreciate you taking the time to be here.
- ☐ g I'll start off by showing you some photos of the building site and discussing the progress we've made since January.
- ☐ h My talk should take about 30 minutes. Please feel free to interrupt me at any time with questions.
- ☐ i I'll end with some ideas for reducing labour costs that we've been looking into.
- ☐ j Oh, and don't worry about taking notes. I'll be handing out copies of the PowerPoint slides at the end of my talk.



VOCABULARY ASSISTANT

current status *situația prezentă*
to face *a se confrunta*
progress *progres* supplier *furnizor*

Now put these points in the order in which Gordon mentions them.

A *reducing labour costs*

D *update on current status*

G *problems with local suppliers*

B *welcome & introduction*

E *handout after presentation*

H *questions during presentation OK*

C *30 minutes for presentation*

F *progress made since January*

I *three main parts*

10 Look again at these sentences from the presentation and replace the highlighted words with words or phrases from the box below.

after that • begin • I'm • I realize • responsible for • sections • turn

- 1 I'll start off by showing you ... I'll begin by showing you ...
- 2 I've divided my presentation into three parts.
- 3 For those of you who don't know me, my name is Gordon Smith.
- 4 Then I'll move on to the problems ...
- 5 I'm the project manager in charge of our Dubai building project.
- 6 I'm aware that you're all busy preparing for the annual meeting ...

ORGANIZATION

The final part of the introduction deals with the organization of the talk: how long it will last, whether there will be handouts and how questions will be handled.

Timing

My presentation will take about 20 minutes.

It should take about 30 minutes to cover these issues.

Handouts

Does everybody have a handout/brochure/report? Please take one, and pass them on.

Don't worry about taking notes. I've put all the important statistics on a handout for you.

I'll be handing out copies of the PowerPoint slides at the end of my talk.

I'll email the PowerPoint presentation to you.

Questions

There will be time for questions after my presentation.

If you have any questions, feel free to interrupt me at any time.

Feel free to ask questions at any time during my talk.

11 Match the sentence halves from the two columns to make typical sentences and then translate them into Romanian.

Distance:

43,24 in

- | | |
|---|---|
| 1 For those of you who don't know me, | a to take notes. Everything is on the handout. |
| 2 Feel free to | b about 10 minutes. |
| 3 This won't take more | c I'm Bob Kay in charge of the software division. |
| 4 I'll be passing out | d ask questions at any time. |
| 5 This part of the presentation will take | e for questions after my talk. |
| 6 I'll start off by giving you | f an overview of our product range. |
| 7 There's no need | g handouts in a few minutes. |
| 8 There will be time | h than 20 minutes of your time. |

12

Listen to the beginnings of four presentations. Which one starts with ...

- | | | | |
|--------------------------|--------------------------|-----------------------------|--------------------------|
| a a rhetorical question? | ☐ | c an anecdote? | ☐ |
| b an interesting fact? | ☐ | d a problem to think about? | ☐ |

Listen again and complete the sentences.

- _____, I was sitting in the waiting room at the dentist's the other day and I _____ something very interesting in one of the _____ that was lying there.
- _____ you worked in a small to medium-sized company and were _____ for making people in your company aware of health and safety issues. How would you _____?
- _____ that the number of possible ways of playing the first four moves per side in a game of chess is ...?
- So, let me start by _____. Why should we introduce a double quality check here at Auto Spares & Parts ...? Well, I'm here today to _____.

GETTING THE AUDIENCE'S ATTENTION

Experts say that the first few minutes of a presentation are the most important. If you are able to get the audience's attention quickly, they will be interested in what you have to say. Here are a few techniques you can use to start your talk.

Ask a rhetorical question

Is market research important for brand development?
Do we really need quality assurance?

Start with an interesting fact

According to an article I read recently, central banks are now buying euros instead of dollars.
Did you know that fast food consumption has increased by 600% in Europe since 2002?

Tell them a story or anecdote

I remember when I attended a meeting in Paris. ...
At a conference in Madrid, I was once asked the following question: ...

Give them a problem to think about

Suppose you wanted to set up a new call centre. How would you go about it?
Imagine you had to reorganize the sales department. What would be your first step?

13 Match items from the three columns to make attention-grabbing openings.

1 Did you know that	that 'can't is a four-letter word.	Who would you tell first?
2 I read in an article somewhere	compete with the Chinese?	by eliminating one olive from each salad served in first-class?
3 Imagine	American Airlines saved \$40,000 in 1987	Of course we can!
4 Can we really	you won a million euros.	I tend to agree with that!

What presentation topics could you use each of the openings above for? Choose one of the openings and use it to practise the introduction of a talk.

14 Translate these sentences. Try to use expressions from this unit.

1. OK. Putem începe?
2. Tema prezentării mele de astăzi este satisfacerea clientului.
3. Prezentarea mea va dura aproximativ 30 de minute.
4. Mă voi axa pe trei puncte.
5. Vom începe cu o analiză a situației prezente a proiectului.
6. Știați că această mașină este foarte populară în China?

Put the notes in the correct order, then prepare two openings of a presentation: a formal one and a less formal one. Use the checklist for introductions below if you need help.

15

Now it's your turn. Think of a talk you have given or would like to give and use the checklist to prepare your introduction. Try to use phrases from this unit.

a B. Morgan,
product manager,
FIT-Healthcare

b 20 minutes

f promotional video

Good morning,
ladies and gentlemen.

c relevant for sales
staff

g three parts

Hi, everyone.

d products

h new wellness products

e questions at end

i welcome, etc

CHECKLIST FOR INTRODUCTIONS

- ☒ 1 Welcome the audience.
- ☒ 2 Introduce yourself (name, position/function).
- ☒ 3 State your topic.
- ☒ 4 Say why your topic is important for the audience.
- ☒ 5 Describe the structure of your talk (what issues, points, etc are covered and when you will be dealing with them).
- ☒ 6 Talk about the organization (timing, handouts, questions).



16 Think of a talk you would like to give and present it in front of the class. Try to use phrases from this unit.