SKILLS
Starting and structuring presentations

USEFUL LANGUAGE

INTRODUCING YOURSELF

On behalf of Alpha Advertising, I'd like to welcome you. My name's Marc Hayward.

Hi, everyone, I'm Marc Hayward. Good to see you all.

INTRODUCING THE TOPIC

I'm going to tell you about the ideas we've come up with for the ad campaign.

This morning, I'd like to outline the campaign concept we've developed for you.

GIVING A PLAN OF YOUR TALK

I've divided my presentation into three parts. Firstly, I'll give you the background. Secondly, I'll discuss the media we plan to use. Finally, I'll talk you through the storyboard.

My talk is in three parts. I'll start with the background to the campaign, move on to the media we plan to use, and finish with the storyboard for the commercial.

INVITING QUESTIONS

If there's anything you're not clear about, feel free to stop me and ask any questions.

I'd be grateful if you could leave any questions to the end.

A What factors do you need to consider when preparing a business presentation? Here there are some examples of the needs of the presentation:

> purpose of the presentation - right length and style - good visuals - body language - voice - needs for the audience

> _____

B Listen to two different openings of a presentation. What is the same/different about them? Which do you prefer? Why?
Check the expressions in the *Useful Language* box. Decide if they are **formal** or **informal**

▶️

1. It is more _____

2. It is more _____

C How many sections in the content of the presentation organized into?
_____ sections.

Look at the Useful language box above and divide the phrases into two groups, F (formal) or I (informal). Compare your answers.

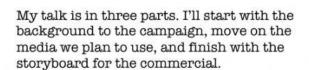On behalf of Alpha Advertising, I'd like to welcome you. My name's Marc Hayward.

Hi, everyone, I'm Marc Hayward. Good to see you all.

Formal

I'm going to tell you about the ideas we've come up with for the ad campaign.

This morning, I'd like to outline the campaign concept we've developed for you.

I've divided my presentation into three parts. Firstly, I'll give you the background. Secondly, I'll discuss the media we plan to use. Finally, I'll talk you through the storyboard.

My talk is in three parts. I'll start with the background to the campaign, move on the media we plan to use, and finish with the storyboard for the commercial.

Informal

If there's anything you're not clear about, feel free to stop me and ask any questions.

I'd be grateful if you could leave any questions to the end.

D Choose one of these presentation situations. Write and practice the opening of the presentation.
1. Your company is launching a new product. (Audience a group of potential customers)
2. You are presenting your place of work or study. (Audience: a group of potential customers or students)

3. Your company/organization is introducing a new way of working. (Audience: a group of colleagues)

Type your presentation here:

___

E An important part of structuring a presentation is letting the audience know what is going to happen next, or signaling. Listen to an extract from later in the presentation in Exercise B and fill in the gaps.

▶

the key points again	That's all I have to say	So, to sum up, then
we can see from	Let's now move on to	if you look at

1 ... where this is very important. Just to give you a specific example: [_____] the next slide, [_____] the chart that the key age group is 18 to 25, but that this will become less, not more, important as the product matures in the market.

2 As I say, this is reflected across all the markets. Right, [_____] the target markets. [_____] the final part, and the media we plan to use. We'll start in ... .

3 This will be linked to a coordinated press campaign starting in June. [_____], before we go to the storyboard: [_____] are that firstly ...

F What is the purpose of the missing expressions in each of the three extracts in Exercise E?

a. to introduce a conclusion [ ]

b. to change section/topic [ ]

c. to refer to visuals [ ]

G *Firstly* is an example of a sequencer. What other examples did you hear in the presentation?

_____   _____   _____

LIVEWORKSHEETS