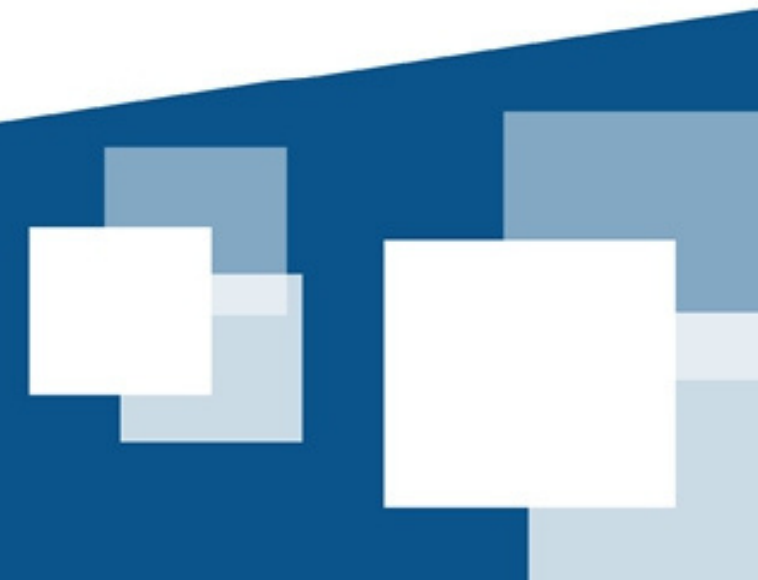




BUSINESS ENGLISH



UNIT 4: MAKING PRESENTATIONS

Parts of a Presentation:

- 1.- Introduction**, tell your audience what your message is going to be.
- 2.- Body**, tell your audience your real message.
- 3.- Conclusion**, summarize what your message was.
- 4.- Questions

INTRODUCTION

This is the first impression that your audience has of you.

You may use the introduction to:

1. Welcome your audience.
2. Introduce yourself.
3. Introduce your subject.
4. Outline the structure of your presentation.
5. Give instructions about questions.

INTRODUCTION: WELCOME YOUR AUDIENCE

- ✓ Good morning, ladies and gentlemen
- ✓ Good morning, gentlemen
- ✓ Good afternoon, ladies and gentleman
- ✓ Good afternoon, everybody



INTRODUCTION: INTRODUCE YOURSELF

I am very please to stay with you today, first I would like to introduce myself.

My name is _____

I am _____ (profession/ position in the company)

Example: My name is Helen Mcdougal and I am the Finance Manager at BBC Channel.

INTRODUCTION: INTRODUCE YOUR SUBJECT

Today, I am going to talk about...

The purpose of my presentation is to introduce **BBC services to Corporate customers.**

INTRODUCTION: OUTLINING YOUR STRUCTURE

- This is to give a brief overview of your presentation.
- Say what your presentation is about.
- Say how long you will take.

INTRODUCTION: USEFUL LANGUAGE FOR OVERVIEWS

"My presentation is in three parts."

"My presentation is divided into three main sections."

"Firstly, secondly, thirdly, finally..."

INTRODUCTION: USEFUL LANGUAGE FOR OVERVIEWS

I am going to

take a look at...

talk about...

examine...

tell you something about the background...

give you some facts and figures...

fill you in on the history of...

concentrate on...

limit myself to the question of...

INTRODUCTION: INSTRUCTIONS TO HANDLE QUESTIONS

- Do feel free to interrupt me if you have any questions.
- I'll try to answer all of your questions after the presentation.
- I plan to keep some time for questions after the presentation.

INTRODUCTION: EXAMPLE

(Opening statement)

"As you all know, this company is losing its market share. But we are being asked to increase sales by 20 – 25%. How can we possibly increase sales in a shrinking market?"

(Overview)

"Today I am going to talk to you about how we can do this".

My presentation will be in **three parts**. **Firstly** I am going to look at the market and the background. **Then** I am going to talk to you about our new products and how they fit in. **Finally**, I'm going to examine some selling strategies that will help us increase our sales by 20%.

The presentation will probably take around **20 minutes**. There will be time for **questions at the end of my talk**."

BODY

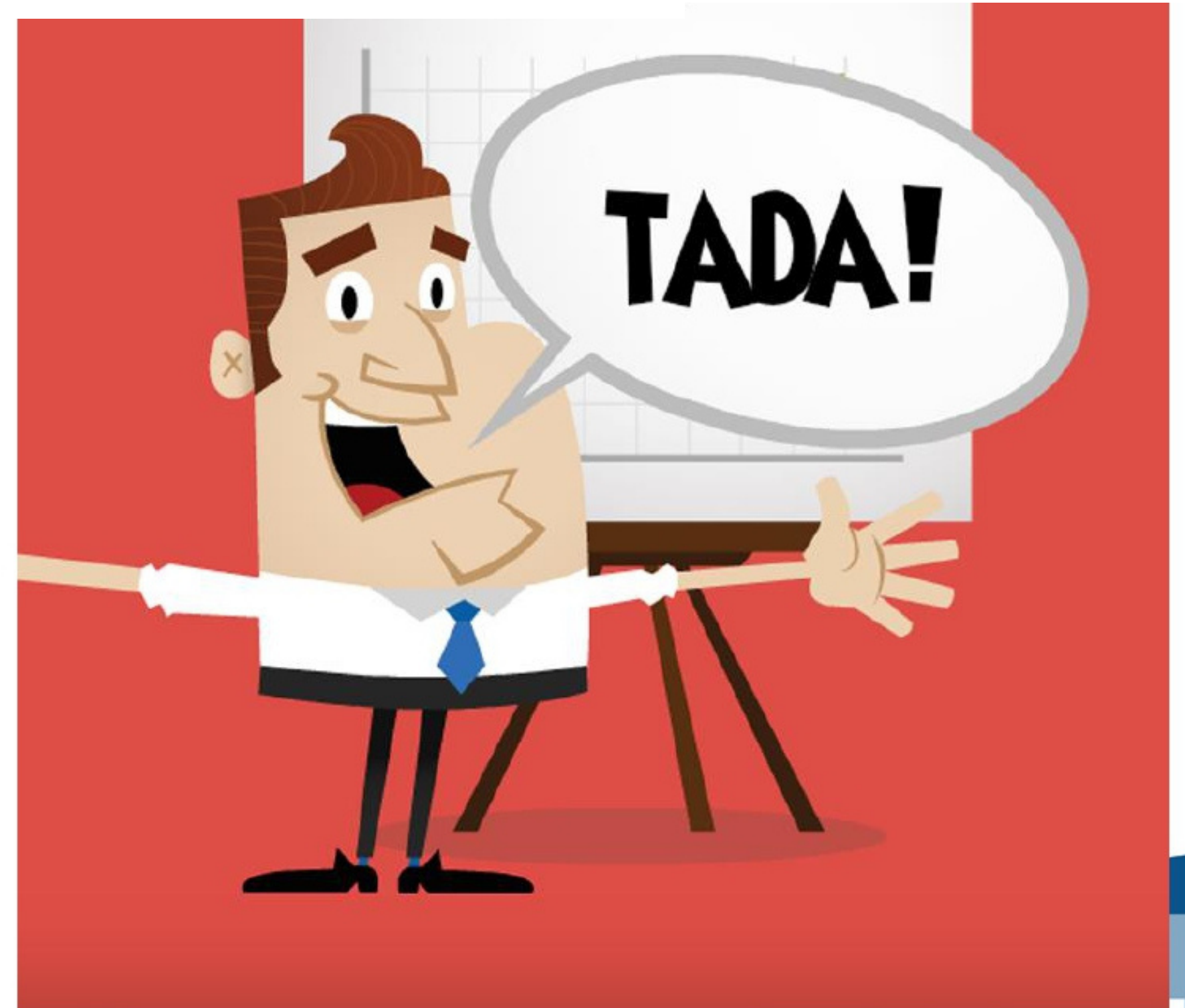
The body should be:

- ✓ Well structured, divided up logically.
- ✓ Make use of visuals.
- ✓ keep to your structure.
- ✓ Remember that You are the presentation, not the power point (or any other tool you may use).

BODY OF THE PRESENTATION

Remember these key points while delivering the body of your presentation:

- Do not hurry
- Be enthusiastic
- Give time on visuals
- Maintain eye contact
- Modulate your voice
- Be friendly



BODY OF THE PRESENTATION: START AND CLOSE A SECTIONS

- To begin with
- To start with
- Let's start/begin by looking at
- I'd like to start by looking at
- Let's start with / start by looking at

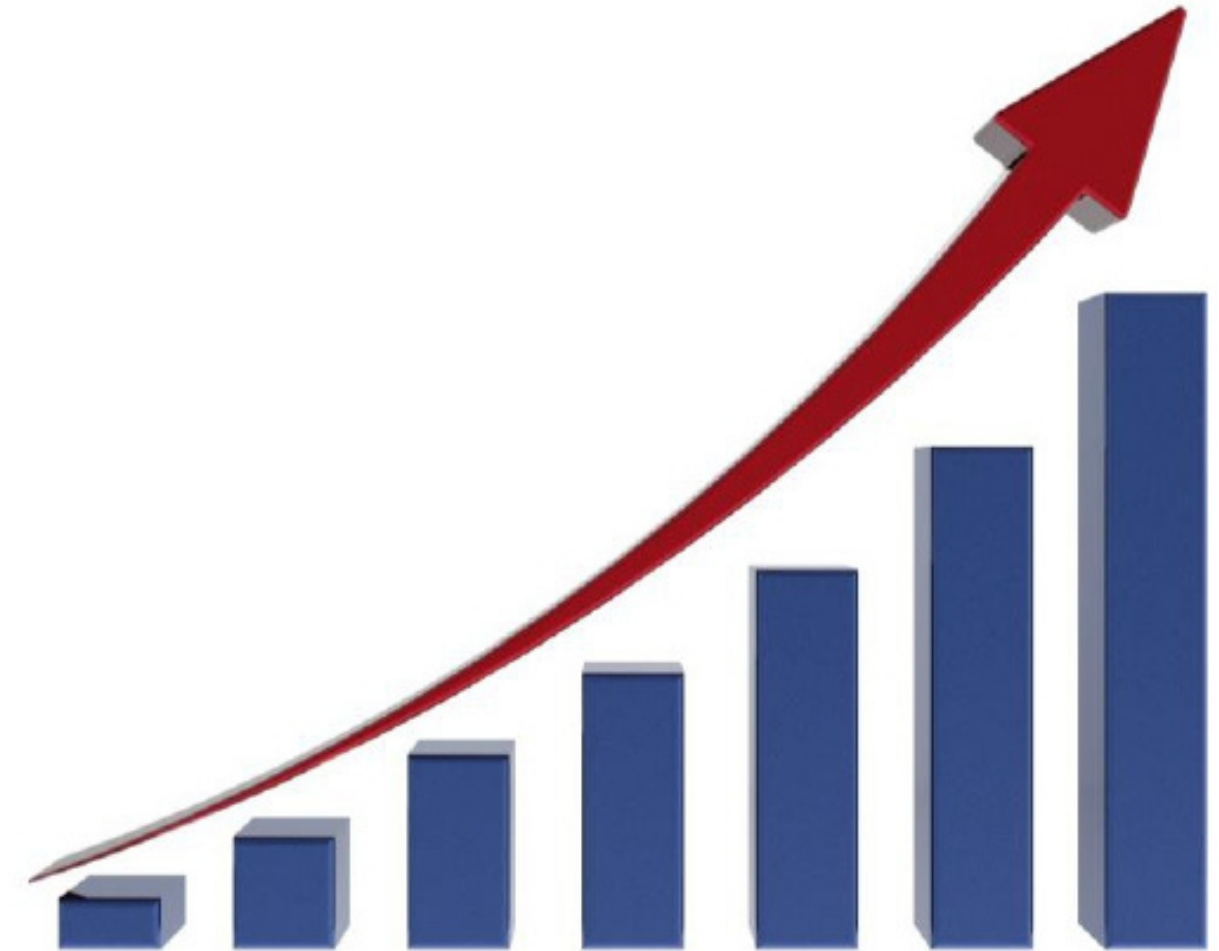
- So, that concludes [title of the section]
- So, that's an overview of
- I think that just about covers ...

BODY OF THE PRESENTATION: MOVE TO A NEW SECTION

- Now let's move on to
- Now let's take a look at
- Now I'd like to move on to
- Next I'd like to take a look at
- Moving on to the next part, I'd like to
- Moving on to the next section, let's take a look at
- "This leads me to my next point..."

BODY OF THE PRESENTATION: PHRASES TO INTRODUCE VISUALS

- This graph shows you...
- Take a look at this...
- If you look at this, you will see...
- I'd like you to look at this...
- This chart illustrates the figures...



BODY OF THE PRESENTATION: PHRASES TO INTRODUCE VISUALS

Give your audience time to absorb the information on the visual, then explain why it is important:

- "As you can see..."
- "This clearly shows ..."
- "From this, we can understand how / why..."
- "This area of the chart is interesting..."

CONCLUSION

At the end of your presentation, you should summarise your talk and remind the audience of what you have told them:

- Well, that brings us to the end of the final section. Now, I'd like to summarise by
- That brings us to the end of the final section. Now, if I can just summarise the main points again.

CONCLUSION

- That concludes my presentation. Now, if I can just summarise the main points.
- That's an overview of Now, just to summarise, let's quickly look at the main points again.

FINISHING AND THANKING

- Thank you for your attention.
- That brings the presentation to an end.
- That brings us to the end of my presentation.
- Finally, I'd like to finish by thanking you (all) for your attention.
- Finally, I'd like to end by thanking you (all) for coming today.
- I'd like to thank you (all) for your attention and interest.

RECOMMENDATIONS TO PREPARE THE POWER POINT

- Summarize your information.
- Remember the presentation is YOU.
- Use visuals, one photo or diagram or graph at a time.
- The presentation is a story you tell... so you don't have to read every word of the power point.

PRACTICE

- Make a presentation that describe yourself, your professional background, current occupation and your business area.
- Remember to outline the structure of the presentation, use vocabulary of this unit and also from this video <https://www.youtube.com/watch?v=eQtxd-93fTM>
- If you want to challenge yourself, use recommendations for opening and closings of this video https://www.youtube.com/watch?v=YI_FJAOcFgQ



END OF THE UNIT

