

3

Products and packaging

- ▶ structuring a presentation
- ▶ hooks and objectives
- ▶ presenting a product



3.4 Speaking Presentations – structure

Brainstorming

1 What are the qualities of a good lesson, lecture or presentation? With a partner, draw up a checklist.

Listening for gist

2 **1:39** Listen to Version 1 of a presentation of the Pingman, a new personal GPS tracking device which can be used to locate children, elderly people, animals or mobile staff. Compare the presentation with your checklist.

3 With a partner, discuss how the presentation could be improved.

Listening for detail

4 **1:40** Listen to Version 2 of the presentation and answer the questions.

- 1 How does the presenter get the audience's attention and interest?
- 2 What is the objective of the presentation?
- 3 How long will the presentation last, and what is the next step?
- 4 What does the presenter say about questions?
- 5 What subjects will be covered in the three sections of the presentation?
- 6 Which part of the presentation do we not hear?
- 7 What does the presenter do at the beginning of the conclusion?
- 8 What does the presenter ask the audience to do?
- 9 How do the audience know when to applaud?
- 10 What aspects of presentation technique have improved in Version 2?

5 **1:40** With a partner, find suitable words to complete the useful expressions in the checklist. Then listen again to Version 2 and check your answers.

Useful expressions: Structuring a presentation

Hook

_____ you like to know ...?
 What would you do if ...?
 _____ would it be worth to ...?
 Somebody once said ...

Objective

I'm here this morning to _____ the Pingman, ...
 My objective today is ...
 The goal of this meeting is ...

Agenda

Feel _____ to interrupt me.
 I've divided my presentation into three _____.
 _____ of all, I'm going to ...
 _____ that, I'll be talking about ...
 _____, I'd like to present ...
 I'll take any questions at the end.

Summary

I'd like to _____ up the presentation and move on to ...
 _____, I explained why ...
 _____, I presented the different specifications ...
 Last, but not _____, I have given you ...

Call for action

These are the _____ why I am asking you to ...

Close

Thank you very much for your _____.
 Thank you for listening.
 If you have any questions, I'll do my best to answer them.

Internet research

Search for the keywords *presentation tips* to find answers to the questions below.

- 1 How long should a good presentation be?
- 2 What should you research before a presentation?
- 3 What are the most important parts of a presentation?
- 4 What are the best ways to practise a presentation?
- 5 Which colours and fonts should you use in your slides?
- 6 How should you deal with hostile questions?
- 7 What's the latest presentation technology available?


eWorkbook

Now watch the video for this unit.

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hook
lecture
overwhelmingly
ping
tracking
wrap up


Pronunciation

6  **1:41** Decide where the speaker should pause in this extract from the presentation. Before each pause, mark whether the speaker's voice should go up ↗ or down ↘, as in the examples. Then listen and compare your answers.

I've divided my presentation into three sections. ↘ First of all, ↗ I'm going to remind you of the background to this project and the current offer on the market. After that, I'll be talking about - the prototype, and the data we've collected from tests, focus groups and market studies. Finally, I'd like to present a business plan; this will demonstrate why we expect a return on investment that is without precedent for our company. Is everybody happy with that agenda?

7 **Underline** the key syllables and key words which should be stressed, and draw a line between words which should be linked (_), as in the example below.

I've divided my presentation into three sections. First of all, ...

8  **1:41** Listen again and compare your answers. Then practise reading the extract with correct intonation, stress and linking.

Presentation

9 In small groups, prepare the introduction and conclusion of a presentation of one of these new products to a group of department store buyers.

- a flexible tablet PC that can be rolled up to fit in a pocket
- furniture which changes colour and temperature depending on the light and room temperature
- a T-shirt which displays a text message that can be modified from a mobile phone
- your own product idea

Think about the following questions.

Hook: What is the most surprising, exciting or unusual aspect of your product?

Objective: Why are you making the presentation and what do you hope to obtain?

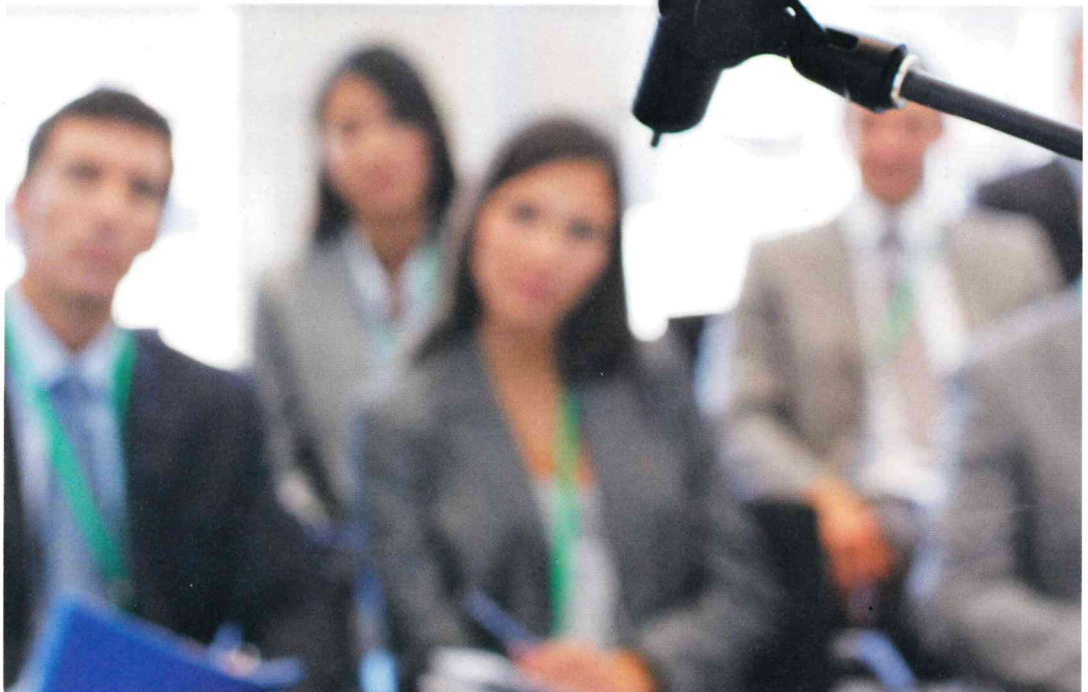
Agenda: How will you organize your presentation and what will happen after the talk?

Summary: What are the highlights of your talk?

Call for action: What do you want your audience to do now?

Close: How can you avoid an embarrassing silence at the end of your presentation?

10 In your group, present your introduction and conclusion and answer any questions. (Assume the body of the talk has been presented.) The rest of the class are the buyers. As a class, vote for the best product presentation.



- ▶ structure analysis
- ▶ features and benefits
- ▶ writing a product description

3.5 Writing A product description

Discussion

1 Read the items in the box and identify the four features of this car and the four corresponding benefits to consumers. Then discuss the questions below.

ABS air-conditioned comfort alloy wheels automatic climate control
 head-turning good looks power on demand safe braking and cornering
 3.0l V6 engine

- 1 What do you look for in a car – features or benefits? Why?
- 2 When you buy a computer, a mobile phone, or software, are you more interested in its features or benefits? What about other products?

Model

2 Read the product description and list the main benefits of using OpenOffice.



OpenOffice.org.3

Great software ... Easy to use ... and it's free!

A OpenOffice.org 3 is the leading open-source office software suite. It is available in many languages and works on all common computers. It stores all your data in an international open standard format and can also read and write files from other common office software packages. It can be downloaded and used completely free of charge for any purpose.

A new approach to office productivity software

- B** OpenOffice.org 3 gives you everything you'd expect in office software. You can create dynamic documents, analyze data, design eye-catching presentations, produce dramatic illustrations and open up your databases. You can publish your work in Portable Document Format (PDF) and release your graphics in Flash (SWF) format – without needing any additional software.
- C** If you're used to using other office suites – such as Microsoft Office® – you'll be completely at home with OpenOffice.org 3. However, as you become used to OpenOffice.org 3, you'll start to appreciate the extras that make your life easier. You can of course continue to use your old Microsoft Office files without any problems – and if you need to exchange files with people still using Microsoft Office, that's no problem either.

What's in the suite?

- D** **WRITER** – a powerful tool for creating professional documents. You can easily integrate images and charts in documents, create everything from business letters to complete books and web content.
- 7** **CALC** – a feature-packed spreadsheet. Use advanced spreadsheet functions and decision-making tools to perform sophisticated data analysis. Use built-in charting tools to generate impressive 2D and 3D charts.
- 8** **IMPRESS** – the fastest way to create effective multimedia presentations. Your presentations will truly stand out with special effects, animation and high-impact drawing tools.
- DRAW** – produce everything from simple diagrams to dynamic 3D illustrations and special effects.
- Find out more – try it today!
 Get OpenOffice.org 3 now!
 Go to www.openoffice.org for an introduction in Flash format.

Analysis

3 Number the five sections in the box in the order they appear in the OpenOffice.org text above.

1 3 4
 background compatibility details of features and benefits
 invitation overview of benefits

5 2

Internet research

Search for the keywords *open source software* to learn about free software, including games. Choose one product, and write a short description; try to 'sell' your software to your classmates.

Language focus

4 R&D departments often focus on describing features, while marketing departments prefer to describe benefits to consumers. Read the eight features described by R&D and underline their corresponding benefits in the text in Exercise 2.

- Open source code application available to download (Paragraph A)
It can be downloaded and used completely free of charge for any purpose.
- Fully integrated suite of office applications (Paragraph B)
- Supports PDF and SWF publishing without plug-ins (Paragraph B)
- Intuitive user interface (Paragraph C)
- Fully compatible with other document formats (Paragraph C)
- Image integration capability (Paragraph D)
- Built-in 2D and 3D charting tools (Paragraph D)
- Diagram and special effects functions (Paragraph D)

5 Reformulate the product features of the Creole Audio Manager, pictured on the right, in terms of benefits.

- Fully integrated multi-format audio and video player
Creole gives you everything you'd expect from an audio player; watch and play video and music in all popular formats.
- Downloadable shareware
you can run it on PC or MAC
- Full PC and Mac compatibility
you can also search the music
- Music search, download and organizer features
or download music to organizer
- Online radio and TV capability
- Built-in CD burning tool
- Intuitive user interface and foolproof operation
- Karaoke function
If you love karaoke, you can also do karaoke on our creole audio manager, you can see the fact.



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alloy
benefit
feature
intuitive
plug-in
quibble
stand out

Writing

6 Write a product description of the Torrent tablet PC using the notes below. (Alternatively, use a product of your choice.) Focus on the benefits to consumers, adding any details you feel are appropriate.



Background	New Torrent now available - all features of Apple® iPad at a fraction of the price. Smaller, lighter, stronger.
Overview of benefits	Only 1cm thick, ultra-light, unlimited free cloud storage, access to movies, TV, albums, books, magazines, newspapers, 50,000+ apps.
Details of features and benefits	Attention-grabbing design Shock proof, water-resistant aluminium case and Gorilla Glass screen Intuitive touch-screen interface 18cm x 12cm x 1cm, 345g 64 gigabytes storage 15 hour autonomy WiFi and 3G GPS Screen resolution 1024x768 Front and rear camera, headphone jack, USB port. Android OS and browser Office software Battery life 12hrs 2-year guarantee
Invitation	2-week no quibble money-back guarantee