

# 7.1a

## An introduction to presentations

**A** Study the stages of a presentation 1–7. Then fill in the gaps with words from the box below.

- 1 Start with something to get attention: a surprising fact; a reference to 'here and now'; a question; a humorous quote/story; audience participation; a visual aid. \_\_\_\_\_
- 2 a) Say a few words about yourself b) Tell the audience the structure of your talk c) Tell the audience how they will benefit from your presentation. \_\_\_\_\_
- 3 Present a small number of main points – a maximum of four. \_\_\_\_\_
- 4 Connect each point to the needs/interests of your audience. For example, show the audience how they will benefit or ask them a question. \_\_\_\_\_
- 5 Give examples to make your points clear. \_\_\_\_\_
- 6 Summarize the main points again. Mention the key benefits – how audience members can apply the information in your talk to their specific situation. \_\_\_\_\_
- 7 Finish with impact: a link back to your opening Bang!; a dramatic statement which sums up your message; an unusual visual aid; a strong *Thank you for your attention*; a call to action (something you want the audience to do). \_\_\_\_\_

Examples Recap Bang! Bang! Bridge Message Opening

**B** The first letters of the answers you wrote in Section A spell 'BOMBER B'. Remember this phrase – it will help you to plan your presentations. Match each extract below with a stage of BOMBER B.

- 1 By the end of my talk you will be able to decide if you need to ..., and if so what are the different options. \_\_\_\_\_
- 2 OK, let's stop there. I'd like to finish by thanking you all for your attention. I'm now going to distribute this brochure .... As you can see from the title, the message I want to leave you with today is: 'Let's grow – together.' \_\_\_\_\_
- 3 Well, good morning everyone. I hope you all found somewhere to park your car this morning. They say the roadworks will be finished shortly, but they've been saying that for the past six months! OK, today I'm going to talk to you about a new product to help people to give up smoking. Did you know that every day 1,000 people die from smoking-related diseases? That's the same as two jumbo jets crashing every day. \_\_\_\_\_
- 4 I'd like to turn to the question of .... How many of your clients put this as their number one priority? \_\_\_\_\_
- 5 Right, I think that covers everything. So, before I finish, let me just summarize my main points again. I've talked about ..., I also described ..., and I explained .... In short, I've tried to show you how ... \_\_\_\_\_
- 6 My name is ... and I'm a Senior Partner here at Morris Brothers. During my presentation I'll be talking about three main areas. First, I'll tell you a little about ..., second ..., and third why we believe we can offer .... If anyone has any questions, please feel free to interrupt. \_\_\_\_\_

Opening (c)

# 7.1b

## An introduction to presentations

**C** Read these alternative openings for a presentation on renting office space. Notice that the content of the two openings is basically the same.

### Opening 1

Good morning, ladies and gentlemen. First of all, I'd like to thank you for inviting me here to speak to you today, and I hope that after that excellent coffee no one will fall asleep during my presentation! Well, let me introduce myself – my name is Carlos Pinto and I am the Sales Director of Centre-Space Properties.

My objective here today is to help you to find the right office for your business. During my talk I'll be looking at four areas. *(looks briefly at notes)* I'll begin by introducing our company, then I'll show you some slides of office space that we have available in this city. After that I'll move on to describe our optional service package, which includes security and secretarial services. Finally, I'll deal with the question of price. My presentation will take around 20 minutes, and if you have any questions I'll be pleased to answer them at the end.

OK. *(shows slide with an organigram of the company)* Let's start by looking at who we are and how the company has developed over the last 10 years.

### Opening 2

I bet you're sick of looking for office space, right? Are you feeling like this? *(shows slide of a confused businessman in a small room with a big question mark over his head)* Who feels like that? *(looks around room, everyone laughs)* Wouldn't you prefer to feel like this? *(shows slide of a relaxed executive in a large office with plants and a line of clients in the background)*

You all know the importance of location for business success. Well, we can help you. *(shows transparency with a few words in large print)* My company is called Centre-Space Properties. Our success over 10 years has been built on a simple philosophy. We offer our clients: *(pointing to words on slide)* choice; an optional service package for your complete business needs; and the right price.

Right, I'd like to begin with a question: do you know which area in this city has the highest rent costs per square metre? *(looks round, waiting for answer)*

Discuss:

- 1 What are the advantages and disadvantages of opening 1?
- 2 What are the advantages and disadvantages of opening 2?
- 3 Can you think of situations where each would be appropriate?

**D** Discuss these points:

- 1 What is the problem with reading a presentation word for word? What alternatives are there?
- 2 How can you 'break the ice' at the beginning of a presentation?
- 3 What techniques can the presenter use to relax if he/she starts to feel nervous?
- 4 Is it a good idea to tell the audience at the beginning what you will talk about and for how long?
- 5 Is it a good idea to summarize the main points again at the end?
- 6 Some people prefer to answer questions during their presentation, others at the end. What are the advantages and disadvantages of both methods?
- 7 What kind of audio-visual aids do you use in your presentations?
- 8 Can you give any other advice on how to give a successful presentation?

# 7.7

## Presenting a project

**A** Which of these words have a similar meaning? Put them into 6 groups.

stage objective choice schedule step aim option task  
target plan deadline alternative job goal phase time limit

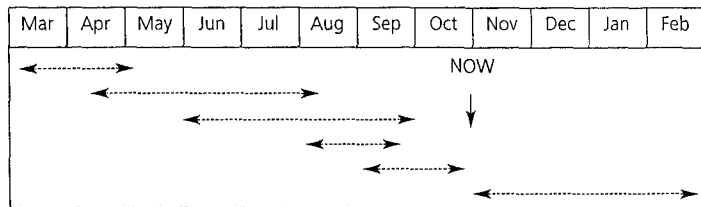
**B** Match the verbs on the left with the words/phrases on the right.

- |                           |   |
|---------------------------|---|
| 1 to meet (= satisfy)     | a tests   |
| 2 to meet (= satisfy)     | b problems  |
| 3 to carry out (= do)     | c a deadline  |
| 4 to solve                | d lost time   |
| 5 to increase             | e the customer's requirements                       |
| 6 to reach                | f behind schedule / on schedule / ahead of schedule |
| 7 to set (= define)       | g under budget / within budget / over budget        |
| 8 to be                   | h costs   |
| 9 to be                   | i a target  |
| 10 to make up (= recover) | j clear objectives                                  |

**C** Use words from section B to complete this presentation extract about the schedule for manufacturing an industrial component. You will have to change the tense of one verb.

### Project Step

First design  
Build and test  
Final design  
Order materials  
Prepare machines  
Production



Before we started on the design, it was necessary to (1) \_\_\_\_\_ clear (2) \_\_\_\_\_ so that we could be sure to (3) \_\_\_\_\_ all our customers' (4) \_\_\_\_\_. After building the prototype in May we then (5) \_\_\_\_\_ extensive (6) \_\_\_\_\_. We wanted to finalize the design by the end of September, and we managed to (7) \_\_\_\_\_ this (8) \_\_\_\_\_. However, some of the raw materials that we need for production are now more expensive, and so it looks like the final cost is going to (9) \_\_\_\_\_ a little (10) \_\_\_\_\_. As regards timing, we have finished preparing the machines and so the project is (11) \_\_\_\_\_. I'm sure we can (12) \_\_\_\_\_ our production (13) \_\_\_\_\_ of 50 units per week from January onwards. If we have to (14) \_\_\_\_\_ we can run the machines at night for a short period, although that would increase costs.

**D** Prepare and give a presentation on a project that you are currently involved with. You may want to draw a planning schedule on the board before you begin (like in section C).

- Description of and schedule for the project
- Resources: a) materials b) human resources
- Budget
- Progress: Is the project on schedule? Is the project within budget? What are the problems? How are you solving them?

# 7.13

## Mini-presentation

### Introduction

Can everyone see? Well, good morning ladies and gentleman. Thank you for coming. Before we start I'd like to introduce myself. My name is ... and I am the ... (position) of ... (company). I'm here today to talk about ...

I'm going to look at three main areas.  
First, I'll talk about ...  
After that I will ...  
And finally ...

My presentation will take around 10 minutes. If you have any questions, I'll be happy to answer them at the end of my talk.

### Main presentation

First of all, I'd like to look at ...

Any questions so far?

Secondly, ...  
I must emphasize that ...  
The question is ...

{ I'd like you to look at ... You will see that ...  
As you can see from the graph, ...  
The figures show that ...

{ If I can just side-track for a moment, ...  
As I mentioned earlier, ...  
I'll come back to that in a moment.  
Now let's move on to the question of ...

This brings me to my last point, which is ...  
As you know, ...  
In general, ...  
On the other hand ...  
Finally, ...

### Conclusion

In conclusion, let me briefly go through the main points again. First I talked about ..., then I described ..., and finally I ...

Right, I think that's everything. Let me finish by thanking you very much for your attention. And now, if you have any questions, I'll be happy to try to answer them.

### Dealing with questions

Could you be a little more specific? / Can I just check what you're asking?  
You've raised an important point there. Could I ask what your own view is?  
Anyone like to comment on that?  
Jane, this is your area. Would you like to make a comment?  
We only have a few minutes left. Is there one last question?