

Please read and/or listen to the material presented on the BBC webpage and do the quiz at the end.

<http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/1opening.shtml>

## 1. How to open your presentation.

### Clip 1

“Ladies and gentlemen, thank you very much for coming along here today. I hope my presentation isn’t going to take too long and that you will find it interesting. The purpose of today’s presentation is to discuss how we can improve internal communications within our company.

Now let me begin by explaining that I’d like to talk about the business case for better communication; secondly, I want to cover different styles and methods; and finally I would like to finish off by talking about some of the basics we need to have in place to deliver good quality, consistent communications across the company. I’d be very happy to invite you to ask questions at the end of the session and I’m sure there’ll be plenty of time for us to discuss some of the points that have been raised.”

### Clip 2

“Good afternoon, ladies and gentlemen. Thank you for finding the time to come and join me for this presentation this afternoon. My name is Tim Mason, I’m a retail consultant, and many of you will have seen me shadowing you in your jobs and looking through the accounts and so on in the company over the last week. I’ve invited you here today to have a look at my findings. First, I’d like to have a look at the performance of the company, the sales of the company over the last three years; then I’d like to have a look at our market share in the womenswear market and look at our competitors; and thirdly, I’d like to suggest some improvements in our range of womenswear. At the end I’d be happy to answer any of your questions.”

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## 2. The main body of the presentation

<http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/2body.shtml>

### Clip 1

“If you have a look at this first graph, you can see that our sales topped 50 million the year before last. Then last year sales dropped to 40 million, with a slight recovery at the end of the financial year. However, this year sales have continued to drop to an all time low of 30 million. Now let’s look at our market share. As you can see, we have 25% of the market share, 10% down on last year.”

### Clip 2

“A good example of how important internal communications are is shown by some findings from research that we have recently undertaken. Good communications is a very key factor in staff motivation. If you look at this slide, you will see how important it is to get the basics in place. You need to identify your communication requirement, agree your objectives and success criteria, identify your target audiences, define the content of your message and determine the style of delivery. A good illustration of the communication process is when all those basics fall into place naturally.”

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### 3. More tips.

<http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/4tips.shtml>

Male: With a presentation, I think the aims and the structure need to be clear.

Male 2: I like to wait until the end of the presentation before people feed back on what I've just said, rather than interruptions throughout the presentation.

Male 3 I think of a presentation ... If you're standing up in front of a group of people, you need to make sure you're entertaining, make sure you're engaging, make sure you're interesting, make sure you're relevant, make sure you're talking to the right audience.

Female: Don't make it too long, otherwise people fall asleep! Be short, precise and to the point, definitely.

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### 4. Language elements

<Http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/expert.shtml>

#### Introduction

A good way to make your presentations effective, interesting and easy to follow is to use signpost language. 'Signpost language' is the words and phrases that people use to tell the listener what has just happened, and what is going to happen next.

In other words, signpost language guides the listener through the presentation. A good presenter will usually use a lot of signpost language, so it is a good idea to learn a few of the common phrases, even if you spend more time listening to presentations than giving them! Signpost language is usually fairly informal, so it is relatively easy to understand.

#### Signposting

Section of presentation	Signpost language
Introducing the topic	The subject/topic of my talk is ...
	I'm going to talk about ...
	My topic today is...
	My talk is concerned with ...
	I'm going to divide this talk into four parts.
Overview (outline of presentation)	There are a number of points I'd like to make.
	Basically/ Briefly, I have three things to say.
	I'd like to begin/start by ...
	Let's begin/start by ...
	First of all, I'll...
	... and then I'll go on to ...
Finishing a section	Then/ Next ...
	Finally/ Lastly ...
	That's all I have to say about...
	We've looked at...
	So much for...
Starting a new section	Moving on now to ...
	Turning to...
	Let's turn now to ...

	The next issue/topic/area I'd like to focus on ...
	I'd like to expand/elaborate on ...
	Now we'll move on to...
	I'd like now to discuss...
	Let's look now at...
	Where does that lead us?
	Let's consider this in more detail...
Analysing a point and giving recommendations	What does this mean for...?
	Translated into real terms...
	Why is this important?
	The significance of this is...
	For example,...
Giving examples	A good example of this is...
	As an illustration,...
	To give you an example,...
	To illustrate this point...
	To sum up ...
	To summarise...
	Right, let's sum up, shall we?
	Let's summarise briefly what we've looked at...
	If I can just sum up the main points...
Summarising and concluding	Finally, let me remind you of some of the issues we've covered...
	To conclude...
	In conclusion ...
	In short ...
	So, to remind you of what I've covered in this talk, ...
	Unfortunately, I seem to have run out of time, so I'll conclude very briefly by saying that .....
	I'd like now to recap...
	Simply put...
Paraphrasing and clarifying	In other words.....
	So what I'm saying is....
	To put it more simply....
	To put it another way....
	I'm happy to answer any queries/ questions.
	Does anyone have any questions or comments?
Invitation to discuss / ask questions	Please feel free to ask questions.
	If you would like me to elaborate on any point, please ask.
	Would you like to ask any questions?
	Any questions?

## 5. Choose the correct answer in the quiz.

1. The \_\_\_\_\_ of today's presentation is to discuss my findings.

- A points
- B reason
- C cause
- D purpose

2. Now, \_\_\_\_\_ begin by introducing myself.

- A allow me
- B let me
- C I
- D presentation

3. Can you \_\_\_\_\_?

- A tell me it?
- B tell to me?
- C explain me?
- D explain to me?

4. Yes, a very \_\_\_\_\_.

- A good question
- B question
- C obvious question
- D lovely question

5. \_\_\_\_\_ this first graph, you can see that our sales have increased by 25% in the last year

- A Take a look at
- B Watch
- C Look

6. The aims and the structure should be \_\_\_\_\_.

- A concise
- B clear
- C funny
- D long

7. It's a good idea to wait until the end for people to \_\_\_\_\_.

- A feedback
- B feet back
- C feed
- D fed up

8. What word describes a presentation that is about a topic the audience is interested in?

- A precise
- B concise
- C relevant
- D entertaining

### **Bibliography**

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