

Presentations

Most presentations are divided into three main sections:

- Opening
- Content
- Closing

These sections could be further divided into sub-sections, as follows:

- Opening
 - Greeting and Introduction
 - Purpose/Objective
 - Overview
- Content
 - Specific point 1
 - Specific point 2
 - Specific point 3
- Closing
 - Re-capitulation
 - Summary
 - Conclusion

Opening

The opening of a presentation will usually include typical standard vocabulary and expressions to label the structure and introduce the content.

a) Label the structure:

Introduction

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i)
ii)

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End/Discussion

b) Standard phrases

Greet the audience	
Introduce yourself	
Give the title of your talk	
Describe the structure	
Explain about questions	
Specify the length of the presentation	

This morning _____ talk to You about the company. I'm going to _____ an overview, then _____ you about two types of users and finally _____ how it all works. _____ to ask any questions as we go along.

Content

When presenting content, there is a number of expressions which can be used for sequencing and ordering the information:

1. First of all
2. N_____
3. When _____
4. The _____
5. T_____
6. H_____
7. The _____ to

Put the various stages of the management of the project in the correct order:

Put out a call for bids for construction	
Technical consultation to determine design needs	
Purchasing procedure	
Building	
Put out a request for proposals (RFP) to architects	
Select the best proposal	
Commission research to find best location	
Consult with architects over details	

List the stages in the service and the sequencing words

Firstly	The client posts a project
	The company takes a commission

Closing

Summary and conclusions

Typical expressions

1. I'd like to _____ with a short _____ of the _____
2. So, what are _____ that can _____ from this?
3. I think most importantly, we _____ build up

What are the three points of the summary?

- 1.
- 2.
- 3.

What are the two recommendations of the conclusion?

- 1.
- 2.

Presentations

Micro functions: vocabulary and structures

Beginnings

- 1 I would _____ to _____ by
- 2 I _____ like to _____ a few _____ concerning
- 3 I would like to _____ that
- 4 I would like to
- 5 There are three _____ I'd like to _____

Ordering

- 6 _____ of _____, we must _____ in mind
- 7 At the _____
- 8 To _____ with

Introducing a new point

- 9 I would _____ like to _____ briefly to the problem of
- 10 The _____ issue I would like to _____ on is

Adding

- 11 In _____
- 12 I _____ add that
13. As _____ as.....there is also..

Giving an example

- 14 _____ me _____ an example
- 15 To _____ this _____, let us consider
- 16 A _____ in point is

Balancing

- 17 On the one _____, but on the _____ hand
- 18 _____, we must not forget
- 19 _____ we have to remember

Generalising

- 20 On the _____
- 21 _____ speaking
- 22 _____ and large

Stating preferences

- 23 I _____ to favour X as opposed to Y
- 24 I _____ rather X than Y

Concluding

- 25 _____ me conclude _____ saying that..
26. I'd like to _____ by _____ that

An example presentation I

I'm going to talk to you today about Reiko watches. I'll talk about the technology that goes into a Reiko, the design of a Reiko, and, of course, the image of our watches in the market.

So, let's start by looking at the technology. Our new range of watches features a technological miracle. We have replaced the battery with a very small generator that makes its own electrical power by the movements of your hand. It's ecological, reliable and efficient: wear it one day to gain energy for at least two weeks. And all our watches are made of titanium - a light material, yet strong and kind to your skin... . OK, that's all I want to say about the technical details. Any questions so far?

Right, let's move on to the design and style of a Reiko. Every Reiko watch combines classical elegance with modern design. It represents both tradition and innovation. And our market research department makes sure that every generation of watches uses the latest style, the style that the customer really wants. Before going on, I'd just like to mention that of course we support retailers who stock our products with a full range of promotional material such as counter displays, window displays and posters. I have some examples here to show you.

OK, finally I'd like to turn to the most important point: the image of our watches; and the feeling that our customers have when they wear one. As you know, Reiko watches are not cheap, but people who buy a Reiko are not looking for a cheap product. They are looking for something special, for something that gives confidence and represents the status they have achieved. To put it simply, they are looking for the best.

So, to sum up, I have talked about three main areas. First, the sophisticated modern technology that goes into a Reiko watch, second, the design of a Reiko that is based on the most up-to-date market research, and third, the image of a Reiko. I also mentioned the promotional support that we offer to retailers.

Right let's stop there. Thank you very much for your attention. And now, if anyone has any questions, I'd be happy to try to answer them.

What is the purpose/objective of the presentation?

Give an overview of the structure.

Underline the sequencing and ordering expressions.

Does the presentation finish with a summary or a conclusion?

Find synonyms for:

I would like to begin by	
Let me now turn to ...	
Before I continue, I want to say that ...	
Lastly, I will look at ...	
To summarise ...	

An example presentation II

How does the speaker introduce himself?

What is the subject of the presentation?

How are the speaker's intentions expressed?

Into how many parts is the presentation divided?

What sequencing expressions are used?

How will the speaker handle questions?

How is the first part of the presentation introduced?

An example presentation III

Who is the presenter?

What is the presentation about?

How is the presentation structured?

What sequencing expressions are used?

How is the presentation concluded?

What particular vocabulary and expressions are used?

