

# 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 ...	