

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 ...	