

Age group	Adults
Level	1.5 - 2.0
Time needed	50 - 60 min
Learning objective(s)	Presentation Procedure: Preparing and introduction
Key skills	Vocabulary & Speaking

BUSINESS ENGLISH PRESENTATION PROCEDURE 07 PREPARING AND INTRODUCTION 01

IN CONTEXT 3-5 min LOC-P7-01-I

Today's presentation purpose is about

- preparing for a presentation
- composing an introduction to state your main message and layout the different points you will be exposing
- successful tips to make your presentation clear and enjoyable.



Which layout (slide one or two) is most visual, clear and concise?

Slide one

Power Point Presentation

PRESENTATION **Preparation and Introduction**

- **Preparing** a Presentation
- Composing an **Introduction**
- **Successful Tips**

Slide two

Power Point Presentation

PRESENTATION: Preparation and Introduction

- how to prepare for a presentation
- write an introduction to announce your message and different parts of your presentation
- some tips for a successful presentation.

Have you ever been to a poor-quality presentation? What was wrong with it?

To start a well-organized presentation, it should include

- an opening to welcome the audience and
- an introduction to tell what your presentation is about and state its structure.



1. Order in a logical sequence:

OPENING

Expressing appreciation, Welcoming, Thanking, Introducing yourself

- 1
- 2
- 3
- 4

What can the presenter be appreciative for?

What reason(s) the presenter can thank the audience for?

INTRODUCTION

a. Announcing sections/parts, b. Referring to questions c. Structure overview,
d. Stating the topic, e. Stating the message /main idea,

- 1
- 2
- 3
- 4
- 5

2. Classify the phrases in the opening or introduction section

- a. The aim of my presentation this morning is to offer ways to improve communication within the company.
- b. If you have any questions you'd like to ask, take note of them and please leave them until the end.
- c. Finally, we'll conclude with all the possibilities/solutions explored.
- d. Let me introduce myself. My name is <...> and I am responsible for <...>
- e. Thank you very much for inviting me to speak here today.
- f. Good morning and welcome to <name of company/place> I hope you all had a pleasant journey here today.
- g. My talk will be about communication.
- h. I am honored to have the opportunity to share our research with you here today.
- i. First of all, I'm/We're going to take a look at<... >. Then examine <...> Later on, I'll give you some facts and figures regarding <...>

OPENING

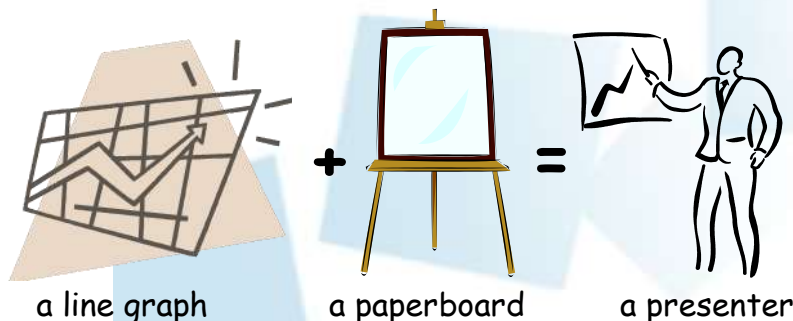
1. Welcoming
2. Expressing appreciation
3. Thanking
4. Introducing yourself

INTRODUCTION

1. Stating the topic
2. Stating the structure Overview
3. Announcing each section / part
4. Summarizing (Stating the message /main idea)
5. Referring to questions

KEY PHRASES

Some key phrases can be used for various parts of the opening and introduction.



1. Complete with the words:

coming - to - share - Let - all - opportunity - inviting - for - along - dear

OPENING

Welcoming

- Welcome 1. _____ *<name of company/place/city>*.
- Good (morning/afternoon/evening) (everyone/ladies and gentlemen/ 2. _____ colleagues) and welcome to *<name of company/place/city>*.
- Welcome! I hope you 3. _____ had a pleasant journey here today.

Expressing appreciation

- I am honored to have the opportunity to 4. _____ our research with you here today.
- I am happy/appreciative to have this 5. _____ to speak to you today about...

Thanking

- Thank you all very much for 6. _____ today.
- Ladies and gentlemen, thank you very much for coming 7. _____ here today.
- Thank you very much for 8. _____ me to speak here today.

Introducing yourself

- My name is *<name>* and I am responsible for *<...>*.
- My name is *<name>* from *<name of company>* where I am responsible 9. _____ *<...>*.
- 10. _____ me introduce myself. My name is *<name>* and I am responsible for *<...>*.



a pointer



a pie chart



a flow chart

2. Underline the key phrases/vocabulary you do not understand and clarify their meaning in English with your instructor.

What other phrases could you use?

INTRODUCTION

Stating the topic

- In today's presentation,
 - I'd like to (show you / explain to you how)
 - I'm hoping to give you (an update on / an overview of)
 - I'm planning to (look at / explain)
- The purpose of today's presentation is to discuss how we can <...>
- I've invited you here today to have a look at my findings.
- This morning/today, (I'm going to / I'd like to) (talk about/describe) <...>
- The aim of my presentation this morning is <...>
- My talk will be (in / about / regarding) <...>
- As you can see, I'm here today to talk to you about <...>

Stating the structure Overview

- In today's presentation (I'm hoping/ I'd like) to cover improving communication within the company.
- First, I'd like to (give an overview of) <...>.
- I've divided my presentation into two/three/four/several parts.*

* Especially important if the structure of your talk is a little different from normal, or you have a very long presentation with many parts.

Announcing each section / part

- My presentation is (in/divided into) three main parts/ points. Firstly/First <...>. (Secondly/Second) we will look at <...>. Finally, <...>.
- First of all, I'm going to/I'll explain <...>
- Now let me begin by...
- So, let's start with...
- After that, I'll/we'll move on to/take a look at/talk about/examine/tell you about the background/give you some facts and figures/fill you in on the history of/concentrate on/limit myself to the question of/consider
- Then, I'll focus on / deal with...
- Finally

Summarizing (Stating the message /main idea)

- Finally, we'll conclude with all the solutions/possibilities explored.
- To sum up/conclude, I'll go over what has been explained/presented/examined <...>
- OK, so in summary <...>
- Our main point is that <...>

Notes:

Referring to questions

- Please feel free to interrupt me if there is anything you don't understand
- If you don't mind, we'll leave questions until the end.
- There will be time for questions at the end of the presentation."
- I'd be grateful if you could ask your questions after the presentation."
- At the end I'd be very happy to answer any of your questions
- If there are any questions you'd like to ask, please leave them until the end, when I'll do my best to answer them.

Notes:

2. Read & identifying each part

- | | |
|----------------------------|---|
| a. Welcoming | e. Announcing each section / part |
| b. Expressing appreciation | f. Stating the structure Overview |
| c. Thanking | g. Summarizing (Stating the message /main idea) |
| d. Introducing yourself | h. Stating the topic |
| | i. Referring to questions |

Here is an example of a presentation opening and introduction to sales staff.
It could start something like this:

OPENING

1. _____ "Hello. Welcome everyone."
2. _____ "My name is Freddy Crookston from Power Sales. I'm the Senior Sales trainer in charge of conducting and facilitating sales seminars, trainings and coaching."
3. _____ "Thank you for all of you being here on time. I appreciate your punctuality. So let's start!"

INTRODUCTION

4. _____ "As you all know, we're here today to improve ourselves at the selling process to increase profit for your company and therefore for yourselves."
5. _____ "Our company is losing its market share and we are being asked to increase sales by 20 - 25%. " "How can we increase sales in a shrinking market? How is that even possible?"
"Today I am going to talk to you about how we can do this. "
6. _____ "My presentation will be in three parts. Firstly I am going to look at the market and the background. Then I am going to talk to you about our new products and how they fit in. Finally, I'm going to examine some selling strategies that will help us increase our sales by 20%."
7. _____ "The presentation will probably take around 50 minutes to go over how to improve sales and revenue.
8. _____ "If you have any questions, I'll allow time for you to ask them at the end of my talk."

SPEAKING 10 – 15 min LOC-P7-01-S

TIPS: Narrowing your topic

As in writing, it is important to narrow a topic so that it is clear and concise for you and your audience listening to your presentation.

Tip 1: Ask yourself focus questions.

They help you narrow the subject and shape a broad subject into specific one.

- What are the causes of *your subject*?
- What are the effects or consequences of *your subject*?
- What are the advantages or benefits of *your subject*?
- What are the disadvantages or drawbacks of *your subject*?
- What are the dangers of *your subject*?
- What are the problems or difficulties associated with *your subject*?
- What are the ways to prevent or reduce *your subject*?
- What are the ways to encourage or increase *your subject*?
- What are the important characteristics or qualities of *your subject*?
- What are the different types of *your subject*?
- What are the reasons to support *your subject*?
- What are the reasons to oppose *your subject*?

Tip 2: Narrow your subject by limiting the scope of your presentation.

Think about a specific

- **place** (e.g. in this city/country)
- **time** (past/recent/future)
- **number** (3 main effects/ 4 basic reasons etc...)
- **type** (e.g. prescription drugs -not all drugs)

TIPS: Developing an effective introduction

Here are three sample introductions. Read them quickly and answer:

- What method was used to attract attention or gain interest?
- Did the "attention grabber clearly relate or lead into the topic?
- Did the introduction preview the content?

INTRO 1

How many of you have flown across the ocean in the past year? How did you feel when you arrived at your destination? If you're like me, you felt tired, you couldn't think very clearly, and you had a lot of trouble sleeping for several days. These feelings are known as jet lag. Jet lag happens when you cross several time zones on a trip, and then you have to eat, sleep and work at times when your body wants to do something else. Today I'm going to tell you how you can avoid jet lag by controlling four main factors - food, drink, activity, and light.

INTRO 2

Yesterday evening, I took a bus home from work, as I usually do. I had had a good day at work, and was looking forward to a relaxing evening with my family. Well, the trip usually takes twenty minutes, but yesterday it took me more than an hour - all because of a traffic jam! By the time I got home, I was tired, hungry and angry. And why was I in such a terrible mood? Because of traffic! This experience made me realize how traffic problems affect all of us. Today I'd like to talk to you about three ways of improving the traffic problem in our city. First, I'll talk about banning parking in the city; second about banning cars from the center of town; and last, about improving public transportation.

INTRO 3

In 1787 Thomas Jefferson said, and I quote, 'Traveling. This makes men wiser, but less happy.' I think if Jefferson were speaking today, he might say, "Traveling makes men *and women* wiser, but less happy." However, the message would be the same. Traveling certainly has its difficulties, but today I'd like to look at the ways it makes people wiser. I'll discuss three major benefits of traveling: first, educational benefits; then, cultural benefits; and finally, social benefits.

Preparing & presenting an introduction

Imagine you are going to give a presentation on either:

- Developing product exposure (how can people know about your product or service)
- How to increase your salary/income
- Market your CV
- How to present your abilities to a potential employer
- Other...

Take 3-5 min and take notes to

- narrow your topic
- decide on your presentation purpose
- develop an introduction using one method of attracting attention to your topic.

Start your presentation with an opening and an introduction to your instructor

1. Decide which parts belongs to the presentation opening or presentation introduction

- | | |
|-----------------------------------|-----------------------------------|
| a. Stating the structure Overview | e. Stating the topic |
| b. Introducing yourself | f. Welcoming |
| c. Summarizing | g. Referring to questions |
| d. Thanking | h. Expressing appreciation |
| | i. Announcing each section / part |

OPENING

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

INTRODUCTION

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |
| | 5. _____ |

2. Re-order the phrases to develop an efficient opening and introduction.

	i. that is to expose the yearly provisional budget of the company and discuss financial risks the company may take on for the near future.
	d. Then I'll explain our approach and reasoning for our decisions for planning the finance of the company for this coming year and
	k. make it on time and accepted to undertake this meeting at such short notice.
	h. So in order to present the provisional budget, I will first state last year financial results. Secondly I'll expose the present situation taking in consideration the present market and the
	e. I'm also really thankful that everyone could
	h. I'm Johnathan Erwick the Financial Director. As you all may know, we are all here for one reason only
	a. Welcome everyone and thank you for being here.
	g. As you all now taking the right financial decision when the global market is collapsing is not an easy task.
	f. Let me introduce myself.
	c. This year budget prevision was especially challenging due to the many changes in the company.
	b. finally we'll discuss which financial risks the company could consider for a brighter future.

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