


B What to say

This part of the unit contains useful language for different stages of a presentation e.g. the unit on introductions focusses on different ways to express the purpose of a presentation, while the unit on the persuasive presentation focusses on how to build up arguments to support a position.

C How to organise the information


This section of each unit deals with aspects of organisation ranging from language that will make the structure of a presentation clear to ways of reinforcing key points.

D How to create interest

This looks at some of the techniques you can use to engage and maintain your audience's interest through the presentation. It also looks at aspects of delivery, the way you sound when you are giving a presentation. This step is marked  in the book.

E Activities

This contains one or two presentation tasks to practise all the points covered in the unit.

There is no key to these activities. If you are working on your own, we recommend you record yourself either on audio-cassette or video. This step is marked . When you play back your presentation you can use the checklist to help you assess the progress you are making.

Sections B, C and D have the following steps:

Focus

This is a listening stage which involves listening to extracts from a presentation. While you are listening you fill in the missing words. You may need to stop the cassette and play some extracts several times. The purpose of this step is to present language which will be useful to you in the practice tasks, and also when you have to give your own presentations.

Summary

This gives you a summary of useful language and presentation techniques. You should refer to this before you do the practice tasks for the section. You may find it helpful as reference material when you are planning your own presentations.

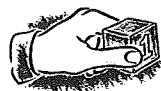
Tasks

This is a series of tasks to practise the language and points from this section of the unit. Some of these tasks are on cassette.

The key

After each unit there is a key. This contains the tapescripts for all the recorded materials in the unit and model versions for the tasks in the different parts of the unit.

Remember that the answers in the *Tasks* sections in each unit are only suggested answers. If your version is different, it will not be wrong as long as it has a similar style and form to the suggested answers.

UNIT 1**Introductions**

Giving presentations

A Preparation**B What to say****C How to organise the information****D How to create interest****E Activities**

Stating the purpose

Outlining the development

Involving your audience

A Preparation

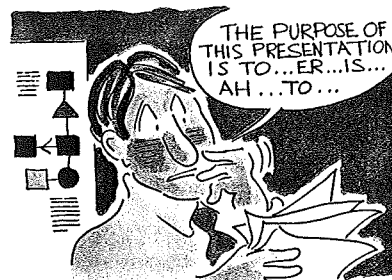
When giving a presentation it is essential to have a clear idea of what you want to achieve e.g. Do you want to *inform* your audience about essential facts, or to *persuade* them to accept your proposal? This main purpose or aim needs to be briefly stated in the opening part of a presentation.

1. Listen to tape A1. You will hear the introductions from four presentations.

Complete the statements below.

- In presentation one the presenter wants the audience to accept
- In presentation two the presenter wants to inform the audience about
- In presentation three the presenter wants to explain
- In presentation four the presenter wants to convince his audience to


Check your answers in the key 



There are many different techniques you can use to begin a presentation.

One common technique is to state the objectives and the main points which you will include in the presentation. But if you want to catch your audience's attention more quickly, there are other techniques e.g. you can relate the subject to the real-life experience of your audience, or use some surprising facts.

2. Identify the main technique (a–d below) the presenter uses in each of the four introductions you have just heard.

 If necessary, listen to each introduction again.

In which introduction does the presenter:


- Use surprising and relevant facts to gain the audience's attention?
- Simply state the objectives and outline the points to be developed?
- Involve the audience by getting them to do something?
- Use a true event to help illustrate the purpose?

Check your answers in the key 

B What to say – Stating the purpose

B1 Focus

A good introduction should include a brief statement explaining the purpose of the presentation.

-  Listen to tape B1. You will hear extracts from the four introductions. This time pick out the phrases which the presenters use to state the purpose of their presentations.

Introduction 1

Context An internal company meeting, at which a consultant presents the results of a study.

Audience Key managers from different European subsidiaries.

What this morning
..... the results of our study into the
consolidation of your computer activities in Europe ...

Introduction 2

Context An international medical conference.

Audience Other delegates, medical doctors and scientific researchers.

No, it's not the famous store! In this case the letters stand for chocolate
addiction, which
..... presentation ...

Introduction 3

Context An international engineering conference.

Audience Other delegates, mainly engineering specialists.


... consequences.
..... today the
technical problems involved in lighting tunnels, and the
investments we intend to make to improve efficiency and safety.

Introduction 4

Context An internal company meeting about training for plant operators.

Audience Representatives from training and personnel at the company's different locations around the world.

... the procedures this
morning two new techniques which
we need to incorporate in our CBT packages to improve our operator training.


Check your answers in the key 

B2 Summary

Stating the purpose

- In your introduction state the purpose of your presentation
 - why are you there?
 - what are you going to talk about?
 You can do this
 - right at the beginning.
 - by building up gradually, leaving your statement of purpose until the latter part of the introduction.
 Both ways can be equally effective.
- Here are some useful expressions for stating the purpose of the presentation.
 - In my presentation I'll be proposing two new techniques which we need to incorporate in our CBT packages to improve our operator training.*
 - In my presentation today I'm going to explain the technical problems involved in lighting tunnels.*
 - This morning I'd like to review progress on the AFTA project.*
 - The subject/topic of this presentation is CBT for operator training.*
- If you want to create more impact, you can change the normal word order and begin your statement of purpose with the word 'what' e.g.
 - What I'd like to do this morning is present the results of our study.*
 - What I'm going to explain this afternoon are the technical problems involved in lighting tunnels.*
 - What I'll be proposing in my presentation are two new techniques which we need to incorporate in our CBT packages to improve our operator training.*


B3 Tasks

-  1. Listen to tape B3.1. You will hear the last three statements in the summary. Notice how the presenters create impact by stressing words and by pausing. As you listen, mark where the presenters pause. Follow the example. The pause is marked □.

Example

What I'd like to do this morning is to present the results of our study.


- a. What I'm going to explain this afternoon are the technical problems involved in lighting tunnels.
b. What I'll be proposing in my presentation are two new techniques which we need to incorporate in our CBT packages to improve our operator training.


Check your answers in the key 

2. Look at the table below.

What would you say to outline the purpose of the three presentations? Complete the phrases on the right. The first one has been done for you as an example.

Purpose	Your words
Analyse the market for luxury holidays in the US.	In this presentation I'll be analysing the market for luxury holidays in the US.
a. Review the performance of Aqua-Sparkle.	In my presentation today I'd like to
b. Examine the case for a new blend of coffee for the French market.	This morning I'm going to


Check your answers in the key 

-  3. Now restate the purpose of the presentations in B3.1, but give them more impact by beginning each statement with *what*. Follow the example.

Example

What I'll be analysing in this presentation is the market for luxury holidays in the US.
or


What I'll be doing in this presentation is to analyse the market for luxury holidays in the US.

 Now listen to the model versions on tape B3.3.

C How to organise the information – Outlining the development

C1 Focus

Many successful introductions include information about the *main points* to be developed during the presentation, and the order in which the presenter will develop these. This is called *signposting*.

 Listen to tape C1.


You will hear the first introduction again. Notice how the presenter explains the main points she will develop later in the presentation. As you listen complete the missing words in the extract. Then read the notes on the right.

Introduction 1: The consolidation of European computing at Marcon Chemicals

Extract

What I'd like to do this morning is to present the results of our study into the consolidation of your computer activities in Europe.

three points.
some background information about the LX project team ...
outlining the objectives of the team,
the current organisation of your European data centres.
our recommendations ...

Check your answers in the key 

C2 Summary

Signposting a presentation

- Your introduction should contain some kind of signposting for the audience.
 - tell them what you will be talking about.
 - tell them in which order you will develop your points.
- Signposting your presentation will help you:
 - to define the limits of the presentation.
 - to focus the audience on the aspects of the topic you want to talk about.
- Here are some useful expressions for signposting a presentation.

I'll be developing three main points.
First, I'll give you ... Second, ... Lastly, ...
My presentation will be in two main parts. In the first part I'll ... And then I'll ...
Firstly, I'd like to ... Secondly, we can ... And I'll finish with ...

C3 Tasks

1. Expand the three introductions in B3.2.



The introduction should include

- your statement of purpose.
- information about the main points which you will develop.


The first one has been done for you as an example.


Purpose	Main points
Analyse the market for luxury holidays in the US.	1. Holiday trends over last two years in the US. 2. My ideas for types of holidays to offer.
Example <i>In this presentation I'll be analysing the market for luxury holidays in the US. In the first part of the presentation I'll be looking at holiday trends over the last two years in the US. Then, I'll give you my ideas about the type of holidays we should be offering.</i>	
a. Review the performance of Aqua-Sparkle.	1. Overview of fizzy drinks market. 2. Performance of Aqua-Sparkle. 3. Outlook for the next two years.
b. Examine the case for a new blend of coffee for the French market.	1. General background about types of coffee. 2. Patterns in coffee consumption in France. 3. Our proposal for a new blend.


Check your answers in the key 


-  **2.** Listen to tape C3.2. You will hear *Introduction one* again. Notice how the presenter highlights the structure of her presentation by stressing these words *first*, *then* and *lastly*. Notice also that there is a pause  after each of them.

Introduction 1 – The consolidation of the data centres

First  I'll give you some background information about the LX project team ...

Then  after outlining the objectives of the team, I'll go on to examine the current organisation of your European data centres.

Lastly  I'll explain our recommendations for maximising the efficiency of those centres.

-  **3.** Listen to tape C3.3. You will hear *Introduction two* again.

Notice how the presenter highlights the structure of his presentation.


Mark the three places where the presenter pauses and the words he stresses to highlight the structure.

Introduction 2 – Chocolate addiction

My first point will be to define what chocolate addiction is ...

Then I'll give you some clinical data about chocolate addiction ...

And finally I'll describe the treatment suitable for acute forms of addiction ...

Check your answers in the key 

- 4.** You are at an international conference on Human Resources. You are going to give a presentation to other delegates about selection and orientation procedures for employees due to go abroad.

Develop the notes below as an introduction for your presentation.

Include:

- A statement of purpose.
- Signposting to outline the main points which you will develop in the presentation.

Background


Increasing globalisation of business – essential to select right people for overseas assignments.


Purpose


Look at the factors involved when identifying personnel to work abroad.

Points to develop

1. Costs of sending people abroad.
2. Reasons why so many people return home before the end of their contracts.
3. Characteristics of good assignee.
4. Selection and orientation procedures.

-  If possible record yourself when you give the introduction.


-  Pay attention to the use of pauses and stress when you explain how you will develop the presentation.

-  Now listen to a model version for the presentation on tape C3.4.

D How to create interest – Involving your audience

When giving a presentation it is, of course, very important to engage the attention of the audience right at the beginning of the presentation. One way to do this is to make your introduction as interesting and lively as possible.

D1 Focus

-  Listen to tape D1. You will hear *Introduction three* again.

Introduction 3 – Improved lighting in tunnels

- 1.** Notice how the presenter starts this highly technical presentation with some unusual statistics about tunnels. He includes these to engage his audience's attention.

The four facts are listed on page 14. Complete the sentences he uses to present these facts to his audience.

1. **Fact** One of the noticeable features of the *Autostrada del Sole* is the number of tunnels ...
His words And no doubt, ... have driven along the famous *Autostrada del Sole*, ... the large number of tunnels ...
Notice how he refers to the personal experience of the audience to illustrate this point.
2. **Fact** There are approximately 300 kms of tunnels in Italy.
His words In fact, here in Italy, ... about 300 kms of tunnels.
*Notice how he personalises the information by using *we have* rather than *there are*.*
3. **Fact** Energy consumption for lighting tunnels is very high.
His words ..., for example, that the total energy consumption for lighting this network of tunnels ... to lighting ... of Turin?
Notice how he does not give actual energy consumption figures, but paints a picture which the audience can relate to.
4. **Fact** 80 per cent of accidents in tunnels are caused by bad lighting.
His words In fact, ... accidents in tunnels can be attributed to bad lighting.
Notice how he does not give the percentage, but makes the figures easier for the audience to relate to.

Check your answers in the key

D2 Summary

Involving the audience

- While doing research for your presentation, you may discover unusual or interesting facts and statistics about the topic. Include some of them in your introduction.
 - Present them in a way that makes it easy for the audience to relate to them. e.g. *One person in four* may be easier to relate to than '25 per cent of the population'.
 - Use words like *you, your, us, our* to make your audience feel involved in your presentation.
 - Illustrate the point of your presentation with examples or stories from life. This will help to bring your presentation to life.
 - Ask the audience to do something e.g. ask for a show of hands.
 - Ask the audience questions to involve them in the presentation. This is particularly appropriate for informal presentations when you have a small audience.
 - With larger audiences use rhetorical questions – questions which encourage the audience to think, but which you answer yourself.
- (See unit 2 for more about rhetorical questions)

D3 Tasks

1. Present these facts in a way that will involve the audience and make the facts easier to relate to.
 Follow the example.
 More than 25 per cent of European flights are delayed by more than 30 minutes.
 Next time *you* take a flight in Europe, at least *one in four* of *you* can expect delays of well over 30 minutes.
 a. More than 60 per cent of executives suffer from major stress during their careers.
 b. A person spends approximately 2,600 hours asleep each year, which is a considerable part of their lives.

Check your answers in the key

2. You are the export manager of a British manufacturer of prestigious sports cars.
 Your company wants to increase its exports. At the moment exports represent 30 per cent of the business and are mainly to the US. The problem is there are signs that the US market for sports cars is slowing down.
 You have been asked to prepare a presentation for the meeting outlined below.
Context A company meeting to discuss marketing strategy.
Audience The management of the company.
Purpose To present Japan as an attractive new market for your range of sports cars.

Prepare an introduction for the presentation.
 Start with some relevant background and end by stating the purpose of the presentation.
 Include these surprising facts as evidence that your cars will sell well in Japan.

- A BMW is on display at Tokyo's Narita Airport.
- Left-hand drive Mercedes are bought even though the Japanese drive on the left.

Check your answers in the key

3. Listen to tape D3.3. You will hear *Introduction four* again. In this introduction the presenter involves his audience by:
- Using a real-life event to illustrate the point of his presentation.
 - Creating a personal and informal style.
- As you listen, complete the words he uses to state these ideas.

Introduction 4 – New techniques for computer-based training

1. **Idea** For some years computer-based training has been used to train operators to carry out plant operations.

His words ..., for some years now, ...

CBT, computer-based training, to train operators in our power stations to carry out different plant operations.

2. **Idea** The Chernobyl accident demonstrates that training, which only trains operators to carry out a set of operations, is inadequate.
- His words** The experience of Chernobyl has shown that
..... to train an operator to carry out a certain set of operations.
3. **Idea** The operator needs training which provides an understanding of the process behind the procedures.
- His words** ... in other words training needs to provide the operator with an understanding of the process behind the procedures.
4. The script below is the introduction for a presentation about sleep patterns and how they relate to executive stress.
Re-work the introduction to:
a. Make the style more personal.
b. Give the content more impact for the audience.

Check your answers in the key

Script

Most people spend approximately 2,600 hours per year asleep. The purpose of this presentation is to present the findings of a study into people's sleep habits. The study suggests that the time an individual spends asleep is inversely related to salary – companies which offer high salaries encourage individuals to substitute work for sleep.

The presentation is divided in two parts. The first part describes the findings of the study in more detail. The second part examines the implications for executive stress.

Check your answers in the key

E Activities

1. Choose one of the subjects below for a presentation.

~ Water ~ Transportation in my city ~ Traffic ~ Energy sources in my country
~ The environment ~ Air travel ~ The press ~ Pollution in towns ~ Stress in life

- a. Complete the details about the presentation you are planning.

Context

Audience

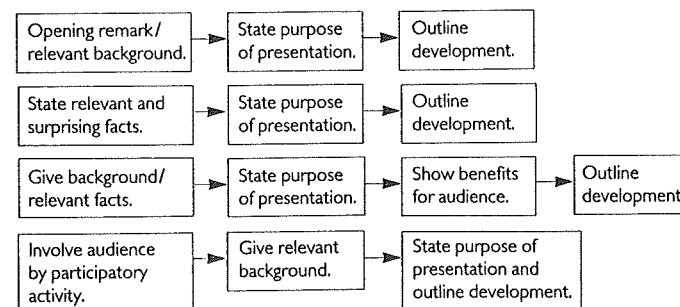
Purpose

- b. Brainstorm some points which you can develop in the presentation.
c. Decide on your main points and an appropriate order in which to present them.
d. Prepare an introduction for the presentation. Do it in two ways:
i. Include a statement of purpose and a clear plan of the points you will develop.
ii. Bring your introduction to life.

Include questions, unusual or interesting facts or illustrate it with real life events.

2. Prepare an introduction for your own presentation.

Use one of the frameworks below to help you organise your ideas.



- If possible record yourself. When you play back your introduction, use the checklist below to help you evaluate your presentation.

CHECKLIST

	Yes/No	Example phrases
■ Did you explain to the audience: – Who you are? – Why you are speaking?		
■ Did you include a statement of purpose?		
■ Did you include signposting?		
■ Did you relate the presentation to the needs of the audience?		
■ How did you involve the audience?		
■ Did your opening remarks include: – a participatory activity? – a question to the audience? – surprising / unusual facts?		

Answer key

A Preparation

A1

- the recommendations of the study,
- treatments for chocolate addiction,
- future investments to improve the lighting in tunnels in Italy,
- improve their computer based training for plant operators by incorporating two new techniques.

A2

- Introduction 3
- Introduction 1
- Introduction 2
- Introduction 4

A1

Introduction 1

PRESENTER: Good morning. My name is Sarah Benson and, as you know, I work as a consultant for the LX Consulting Group. You've all been aware of the presence of myself and two of my colleagues over the past couple of weeks, and I'd like to thank you very much for your cooperation and understanding.

What I'd like to do this morning is to present the results of our study into the consolidation of your computer activities in Europe. I'm going to be developing three main points. First, I'll give you some background information about the LX project team which, as many of you will know, was set up three months ago to study levels of computer activity. Then, after outlining the objectives of the team, I'll go on to examine the current organisation of your European data centres. Lastly, I'll explain our recommendations for maximising the efficiency of those centres.

Introduction 2

MASTER OF CEREMONIES: Good morning, ladies and gentlemen. It's my privilege today to introduce Dr Martin Roberts who is going to be talking to us about addiction. His specific area of interest

is rather unusual, so perhaps I'd better let him introduce the subject in detail. Dr Roberts.

PRESENTER: Good morning. Before I get down to the serious business of the presentation, I'd just like you to think for a few seconds what these letters, C and A, stand for ...

No, it's not the famous store! In this case the letters stand for chocolate addiction, which is the subject of my presentation. My first point will be to define what chocolate addiction is – in the scientific sense, that is. Then, I'll give you some clinical data about chocolate addiction – this, I'm sure, will be of particular interest to those of you involved in the area of hyperactive children. And finally, I'll describe the treatment suitable for acute forms of addiction.

Introduction 3

PRESENTER: I imagine many of you here today have been to Italy on holiday. And no doubt, some of you have driven along the famous *Autostrada del Sole*, and noticed the large number of tunnels which have been carved through the rock. In fact, here in Italy, we have about 300 km of tunnels. But, what about the lighting of these? Did you know, for example, that the total energy consumption for lighting this network of tunnels is equivalent to lighting a city the size of Turin?

But, in spite of all this investment, much of the lighting is inadequate, and is the cause of many car accidents.

In fact, eight out of ten accidents in tunnels can be attributed to bad lighting, and many of these have fatal consequences. So, in my presentation today I'm going to explain the technical problems involved in lighting tunnels, and outline the investments we intend to make to improve efficiency and safety.

Introduction 4

PRESENTER: As you know, for some years now, we've been using CBT, computer based training to train operators in our power

stations to carry out different plant operations. However, the experience of Chernobyl has shown us that it is not enough simply to train an operator to carry out a certain set of operations, to know which switch to push or which button to press. He or she must also be aware of the effect of these actions on the whole process of the plant – in other words our training needs to provide the operator with an understanding of the process behind the procedures. So, in my presentation this morning I'll be proposing two new techniques which we need to incorporate in our CBT packages to improve our operator training.

B What to say

B1

See tapescript A1 above. The missing words are in bold.

B3.1

(Example)

What I'd like to do this morning is to present the results of our study.

- What I'm going to explain this afternoon are the technical problems involved in lighting tunnels.
- What I'll be proposing in my presentation are two new techniques which we need to incorporate into our CBT packages to improve our operator training.

B3.2

- In my presentation today I'd like to review the performance of Aqua-Sparkle.
- This morning I'm going to examine the case for a new blend of coffee for the French market.

B3.3 Model versions

(Example)

What I'll be analysing in this presentation is the market for luxury holidays in the US.

or

What I'll be doing in this presentation is to analyse the market for luxury holidays in the US.

- What I'd like to do in my presentation today is review the performance of Aqua-Sparkle.

or

- What I'd like to review in my presentation today is the performance of Aqua-Sparkle.
- What I'm going to do this morning is examine the case for a new blend of coffee for the French market.

or

What I'm going to examine this morning is the case for a new blend of coffee for the French market.

C How to organise the information

C1

I'm going to be developing ... main
First, I'll give you
Then, after ... I'll go on to examine
Lastly, I'll explain

C1

Refer to tape A1 (introduction 1) for the full tapescript.

C3.1 Model version

- In my presentation today I'd like to review the performance of Aqua-Sparkle. The presentation will be in three main parts. First, I'll present an overview of the fizzy drinks market. Second, we can look at the performance of Aqua-Sparkle. And finally, I'd like to give you the outlook for the next two years.
- This morning I'm going to examine the case for a new blend of coffee for the French market. I'll begin with some background about different types of coffee. Then, we can go on and look at patterns of coffee consumption in France. Lastly, I'll explain why I think the French market needs a new blend.

C3.2

Refer to tape A1 (introduction 1) for the full tapescript.

C3.3

My first point will be to define what chocolate addiction is ...

Then I'll give you some clinical data about chocolate addiction ...

And finally I'll describe ...

C3.3

Refer to tape A1 (introduction 2) for the full tapescript.

C3.4 Model version

PRESENTER: With the increasing globalisation of business, it's essential to select the right people for overseas assignments. And in this presentation, I'd like to look at the factors involved when identifying personnel to work abroad.

I'll be looking at four points. First, the costs of sending our people abroad. Second, the reasons why so many people return home before the end of their contracts. Third, the characteristics of a good assignee. And finally, I'll spend some time talking about the selection and orientation procedures we've developed to deal with this task.

D How to create interest

D1

- 1. ... some of you ... and noticed ...
- 2. we have ...
- 3. Did you know ... is equivalent ... a city the size ...
- 4. ... eight out of ten ...

D1

Refer to tape A1 (introduction 3) for the full tapescript.

D3.1 Model version

- a. Did you know that six out of ten executives in our company can expect to suffer from stress during their working lives?
- b. Each of you will spend around a third of your life sleeping, which is, when you think about it, a significant part of your life.

D3.2 Model version

PRESENTER: On a recent visit to Japan, I was greatly surprised to see a German car, a BMW, prominently displayed in Tokyo's main airport. I was even more surprised to see so many left-hand drive Mercedes in Tokyo itself, especially as the Japanese today drive on the left. Clearly, there's a lucrative market for quality foreign cars. So I will be presenting Japan as a new and attractive market for our range of prestigious sports cars, and as the solution to the downturn in our US business.

D3.3

- 1. As you know ... we've been using ...
- 2. ... us ... it is not enough simply ...
- 3. ... our ...

D3.3

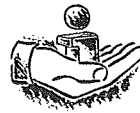
Refer to tape A1 (introduction 4) for the full tapescript.

D3.4 Model version

This morning I'd like to present the findings of a study into people's sleep habits. I'm sure this will be of great interest to everyone here, especially when you consider that each of us will spend about a third of our life sleeping.

In fact, this study suggests that the amount of time an individual spends asleep is inversely related to salary. In other words, by offering employees more money we encourage them to substitute work for sleep.

In the first part of my presentation we'll be looking at these surprising findings in more detail. Then, we can discuss the implications for executive stress.



UNIT 2

The informative presentation

A Preparation

B What to say

C How to organise the information

D How to create interest

E Activities

Describing and analysing performance

Signposting the route

Using rhetorical questions

Contrasting statements of fact and comments

A Preparation

The main purpose of many business and technical presentations is to give the audience information or facts, for example, about the performance of a particular product.

The visuals below are from an informative presentation given at an international sales meeting of the Marwell Food Group.

Look through the two OHP transparencies and complete the statements on the right.

CONSUMER PURCHASES IN THE UK

TOTAL FIZZY DRINK MARKET -3%

TOTAL LEMONADE MARKET -7%

AQUA-SPARKLE

North	-1%	Midlands	-7%
South	-14%	Scotland	-6%

1. The overall performance of the lemonade category was

2. The best performance was in

3. Consumer purchases were seven per cent

last year's figures across the country.