

# English for presentations

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25 hores

## **Course content**

### **Introduction**

#### **Unit 1. Planning a presentation**

- 1.1 Planning and getting started
- 1.2 The audience
- 1.3 Managing anxiety

#### **Unit 2. Structure of a presentation**

- 2.1 The introduction
- 2.2 The main body
- 2.3 The end

#### **Unit 3. Using visual aids**

- 3.1 General principles
- 3.2 Talking about the content of visual aids

### **Phrase bank**

### **Answers to exercises**

## **Introduction**

A presentation is a talk giving information about something. Whether formal or informal, long or short, to one person or to a big audience, to colleagues or to strangers, an effective presentation must be well planned and organized.

This course guides you through each stage of giving a presentation in English, from the initial preparation to the conclusion. You will also develop skills related to each stage of a presentation, interaction with the public and non-verbal aspects of communication, such as control of the nerves and insecurity.

After completing the course you will know how to prepare a presentation quickly and efficiently. You will be familiar with the structure of a presentation and you will practice the specific language of each part.

So, ladies and gentlemen, welcome to our course.

## Unit 1                      Planning a presentation

### 1.1 Planning and getting started

This unit provides an introduction to making presentations. The following aspects may be important when making a presentation:

**Preparation** is the key to a successful presentation, to ensure you have something to say and that you say it well.

**Clear structure** where the different parts are clearly identified by the listener.

**Signpost language** to help your listeners follow you.

**Interesting content and interesting delivery** to get the audience's attention.

**Visual aids** to make information more memorable.

### OVER TO YOU

—→      **What do you think are the characteristics of a good presentation?**

Read these features of a presentation and decide if they are **positive** or **negative**. Think about both content and the way the speaker present information.

1. ...reads aloud from a prepared script
2. ...invites the audience to interrupt and ask questions whenever they want.
3. ...gives an outline of the presentation at the beginning
4. ...invites the audience to ask questions at the end of the presentation
5. ...gives a presentation that has a clear structure and development.
6. ...uses visuals to support the points he or she is making
7. ...makes regular eye contact with members of the audience.
8. ...moves around a lot
9. ...reads out what is written on visual aids.
10. ...summarizes key points at the end of the presentation

✓ **CHECK ANSWERS**

Good preparation and planning will give you confidence.

Consider these points when preparing:

Why am I making this presentation?'

**Objective:** The purpose of your talk should be clear in your mind. Consider if you want to inform the audience, train the audience, sell something to the audience, persuade them to do something.

Who am I making this presentation to?'

**Audience:** Try to get information about the number of people attending , if they know anything about the topic, their nationality and culture.

Where am I making this presentation?'

**Venue:** check the place of the presentation, the room set up, the facilities and the equipment available.

When am I making this presentation and how long will it be?'

**Time and length:** consider when the presentation will be and how long you will be talking for.

What should I say?'

**Content:** .Create a title for your presentation that summarizes the subject.

**Structure:** Organise your presentation in a logical structure.

**Notes:** Use notes to remember everything you need to say, write down keywords to remind them.

**Rehearsal :** Practise your presentation so that you become more familiar with what you want to say, identify weaknesses in your presentation and check the time that your presentation takes to make any necessary modifications.

**OVER TO YOU**

**ACTIVITY 1**

—→ **Imagine you are asked to give a presentation. Follow the points mentioned and complete this framework.**

**PREPARATION CHECKLIST**

<b>Organization</b>	Date and time:
	Length of time for talk:
	Place/Room:
	Room set-up:
	Equipment needed:
	Audience:
<b>Content</b>	Topic:
	Purpose:
	Main points:

## 1.2 The audience

When opening a presentation, it is important to gain the audience's attention immediately. In order to do this consider use of the following:

**Clear language**

**Adjectives and adverbs to add emphasis**

**The tripling effect** (say things in threes for example: It's fast, flexible and effective)

**Involve the audience** (for example by asking questions)

### OVER TO YOU

—→ **How do you get the audience's attention?**

Here is a list of strategies you may use to get the audience's attention. Choose the ones that you would use.

Talk fast so that you finish sooner

Be enthusiastic

Skip the introduction to save time

Speak calmly and quietly

Use simple language with short sentences

Read from a careful prepared script

Give lots of details and background information

Keep eye contact with the audience

Ask questions from time to time.

Show colourful visuals

✓ **CHECK ANSWERS**

Experts say that the first few minutes of a presentation are the most important. If you are able to get the audience's attention quickly, they will be interested in what you have to say. There are different ways to start a presentation so as to make it interesting.

Study the language you can use to get the audience's attention.

### Language focus

You may begin by **telling the audience a story or anecdote:**

*I remember when I ...*

*At a conference in London, I was asked...*

Give them a **problem to think about:**

*Suppose you wanted to...*

*How would you...?*

*Imagine you have to...*

Start with an **interesting fact**

*According to an article...*

*Did you know that...?*

## OVER TO YOU

## ACTIVITY 2

—▶ **How would you start a presentation about customer satisfaction? Choose from the language focus section and write down your beginning.**

### Customer Satisfaction

#### Opening

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## 1.3 Managing anxiety

‘There are two types of people: those that are nervous and those that are liars.’

Mark Twain (American writer)

Almost everybody who gives a presentation – whether formal or informal, long or short, to colleagues or to strangers- is nervous, if we accept that fact, then we just need to find ways to deal with nervousness.

**Read this article from a website on business communication and answer the question which follow.**

‘Failing to prepare is preparing to fail’. Preparation is the key to a successful presentation. Nothing will relax more than knowing exactly what you want to say and having practised saying it. Make sure you practise your talk until you feel at home with it- then you can concentrate on other things.

Doing stretching or breathing exercises before your talk can help you to reduce nervousness. One example: before your presentation, sit comfortably with your back straight. Breathe in slowly, hold your breath for about five seconds, then slowly exhale. You can relax your facial muscles by opening your eyes and mouth wide, then closing them tightly.

Make familiar with the place where you will be speaking. Arrive early, walk around the room, and make sure everything you need for your talk is there. Practise using any equipment you plan to work with, for example microphone, video projector, OHP.

If possible, greet your audience as they arrive and chat with them. It will be easier to speak to people who are not complete strangers. Try to focus on the message and your audience –not on your own fears.

Imagine yourself speaking to your audience in a loud and clear voice. Then visualize the audience applauding loudly at the end of your talk as you smile.

Remember that being nervous isn’t all bad. Many experienced presenters say that you can also use your nervousness to give you that extra energy that you need to give a good performance.

Adapted from English for presentations Oxford University Press

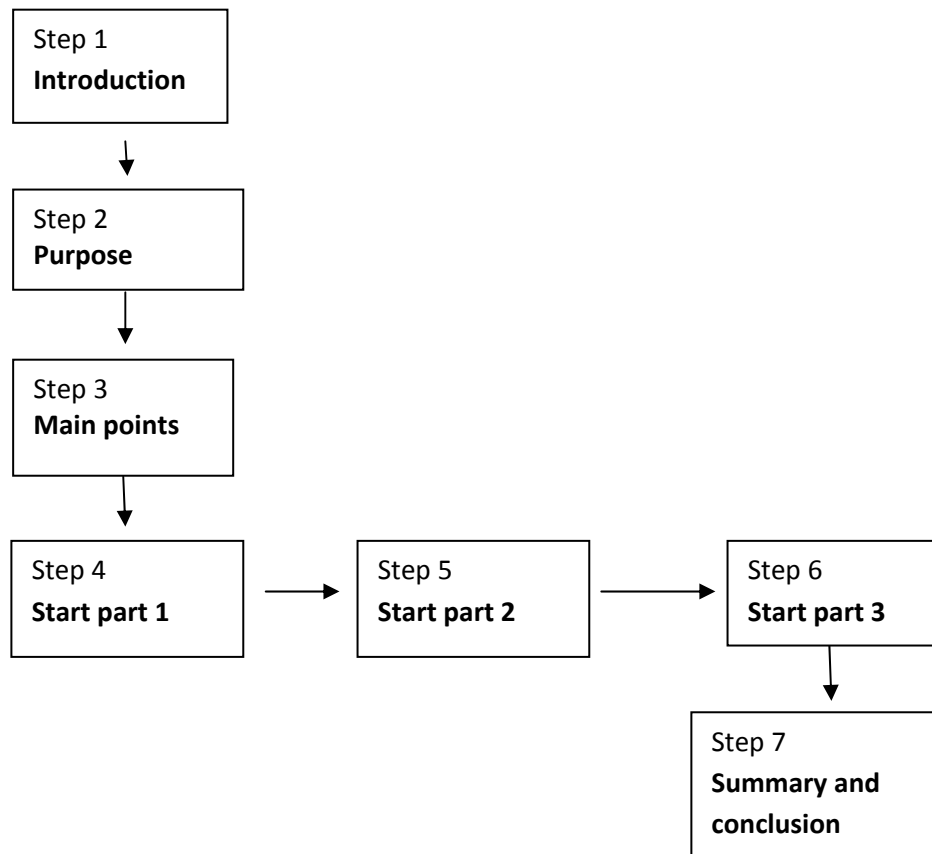
**What tips does the text mention for dealing with nervousness?**

✓ **CHECK ANSWERS**

## Unit 2                      Structure of a presentation

So far we have been introduced to some skills related to planning and preparing a presentation. This unit builds on those skills and presents the structure of a presentation.

Look at the following flow diagram that shows in seven steps the structure of a presentation.



Let's see how to deal with each of these steps and what language do we need to express our ideas in each step of the presentation.

## 2.1 Introduction

The purpose of the introduction is to say what your message is going to be. A clear opening of the presentation is important to call the audience's attention and raise interest in the topic.

In the first part of the opening we are going to:

- Welcome the audience
- Introduce yourself
- Say what the topic is
- Explain why your topic is relevant for your audience

You are going to read the **opening sentences** of a presentation. Complete the table with the missing information.

'Good morning ladies and gentlemen. First of all, let me thank you for being here today. As you probably know, my name is Pol Grant. I'm the new human resources manager here at Genius Ltd. What I'd like to present to you today is our in-company training programme. This is based on feedback from your departments. Today's topic will be very important for you as department heads, since you will be involved in the selection of the candidates for training.'

Presenter's name:	
Presenter's position:	
Topic of the presentation:	
Who is the presentation for?	

✓ **CHECK ANSWERS**

### Language focus

#### Welcome the audience

*Good morning / afternoon ladies and gentlemen.*

*Ladies and gentlemen...*

*First of all, let me thank you all for coming here today.*

*It's a pleasure to welcome here today.*

*I am happy that so many of you could make it today.*

*It's good to see you all here.*

### **Introducing yourself**

*Let me introduce myself, I am Dolors Pérez from ...*

*For those of you who don't know me, my name is...*

*Let me just start by introducing myself. My name is ...*

### **Introducing your topic**

*I am going to talk about ...*

*The subject / topic of my talk is ...*

*I'd like to give you an overview of ...*

*Today's topic is ...*

*I'm here today to present...*

The purpose of the introduction is not only to tell the audience who you are, what the talk is about, and why is relevant to them; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

### **Structure**

*I'm going to divide this talk into four parts*

*I have divided my talk into (three) parts.*

*My talk will be in (three) parts.*

*First...Second...Third...*

*In the first part...Then in the second part...Finally ...*

The final part of the introduction deals with the organization of the talk: how long it will last, whether there will be handouts, and how questions will be handled.

### **Timing**

*My presentation will take about 20 minutes*

*It will take about 15 minutes to cover these issues*

### **Handouts**

*Does everybody have a handout/copy if the report?*

*I'll be handing out copies of the slides at the end of my talk.*

### **Questions / discussion**

*Please interrupt if you have any questions.*

*After my talk there will be time for discussion and any questions.*

*I'm happy to answer any queries/ questions.*

*Does anyone have any questions or comments?*

*Please feel free to ask questions.*

*Would you like to ask any questions?*

*Any questions?*

## 2.2 The main body

This is the main part of a presentation where we state our topic and objective(s) again. We usually divide into two or three parts the information we want to provide. It is important to signal the beginning of each part and the end of each part as well as to highlight the main points. Do not forget to summarize the main ideas at the end.

What language are we going to use to do this?

A presentation can be made more effective through the use of signposting. '**Signpost language**' is the words and phrases that people use to tell the listener what has just happened, and what is going to happen next.

In other words, signpost language guides the listener through the presentation. A good presenter will usually use a lot of signpost language, so it is a good idea to learn a few of the common phrases. Signpost language is usually fairly informal, so it is relatively easy to understand.

### Language focus

#### **Starting a new section**

*Moving on now to ...*

*Let's turn / look now to ...*

*The next issue/topic/area I'd like to focus on ...*

*Now we'll move on to...*

*I'd like now to discuss...*

#### **Indicating the end of a section**

*That's all I have to say about...*

*We've looked at...*

*So much for...*

#### **Moving to the next point**

*This leads directly to my next point.*

*Let's now move on / turn to ...*

#### **Going back**

*As I said / mentioned earlier ...*

*As I pointed out in the first section...*

*As I've already explained, ...*

*Let's go back to what ...*

*Let me come back to what I said before ...*

#### **Giving examples**

*For example,...*

*A good example of this is...*

*As an illustration,...*

*To give you an example,...*

*To illustrate this point...*

### **Paraphrasing and clarifying**

*In other words...*

*So what I'm saying is...*

*To put it more simply...*

*To put it another way...*

### **Summarising and concluding**

*To sum up ...*

*To summarise...*

*Right, let's sum up, shall we?*

*Let's summarize briefly ...*

*If I can just sum up the main points...*

*To conclude...*

*In conclusion ...*

*In short ...*

## **2.3 The end.**

This section deals with the skills needed to conclude a presentation.

When concluding a presentation it is useful to consider the following:

- Summarizing the main points
- Finishing on a strong note and a good final sentence
- Thanking the audience for their attention
- Inviting questions if they have not been asked during the presentation
- Dealing with questions effectively

### **Language focus**

#### **Summarizing points**

*Before I stop let me go over the key issues again.*

*I'd like to run through my main points again*

*To conclude/in conclusion, I'd like to ...*

*To sum up, ...*

#### **Effective conclusions**

*As... once said ...*

*To quote a well-known ...*

*To put it in the words of ...*

*Remember what I said at the beginning of my talk today?*

*Let me just go back to ...*

#### **Thanking the audience**

*Thank you for listening so attentively.*

*Thank you for your attention*

*I hope that this has been useful.*

#### **Inviting questions**

*I'm happy to answer any questions.*

*Does anyone have any questions or comments?*

*Would you like to ask any questions?*

## OVER TO YOU

## ACTIVITY 3

→ So now you are going to have the chance to prepare and practice a presentation of your own. Look at this presentation preparation framework it will help you in the process.

The first section focuses the presenter on the audience and the purpose of the presentation. It is important to define your audience and your purpose before starting to prepare. The second section encourages to plan a clear structure and to think on key language. The final section provides space to note down additional useful phrases.

### PRESENTATION PREPARATION FRAMEWORK

#### Section 1

Who is my presentation aimed at?	
What am I trying to achieve in my presentation?	

#### Section 2

Stage	Key points	Key language
Introduction		
Body		
Conclusion		

#### Section 3

Signposting and linking phrases	
Phrases for referring to visuals	

(From Intelligent Business Longman)

## Unit 3. Using visuals aids

In this unit we will deal with the use of visuals in presentations. Visual aids can make information more memorable and help the presenter illustrate his/her point . However, they must literally support what the speaker says and not simply replace the spoken information. It is also not enough to just read text from a visual aid.

### 3.1 General principles

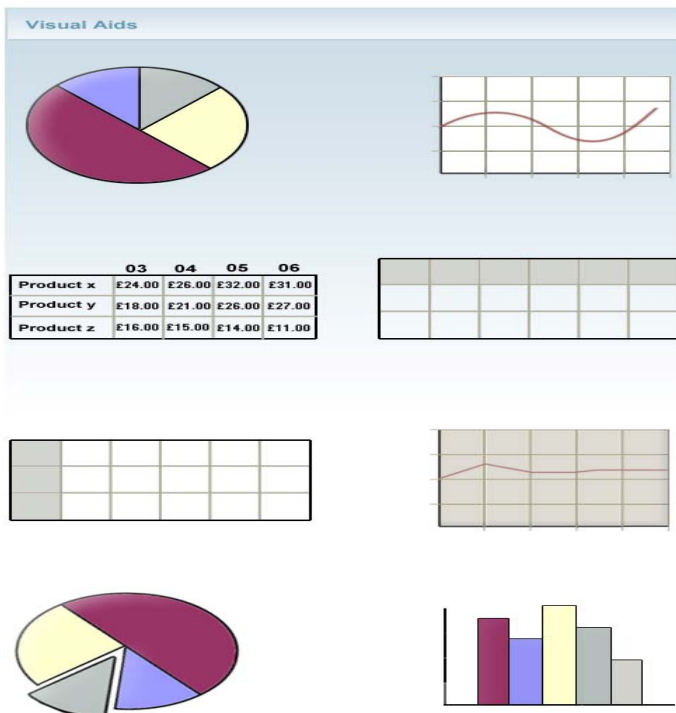
When using visuals in a presentation take into account the following:

- Prepare each visual carefully and separately.
- Give the audience enough time to see each visual.
- Make sure the audience can see each visual clearly.
- Do not turn your back on the audience to look at the visual.
- Do not read the text on your visuals word for word.
- Check whether the visual really shows what you are saying
- Find effective headlines
- Keep design and content simple
- Use bullet charts for text
- Reduce text to minimum

**What are these visuals called in English?**

Pie chart bar chart graph table curve row column segment

Visual Aids



The image displays a variety of visual aids: a pie chart with four segments (maroon, yellow, blue, grey), a line graph with a red curve on a grid, a table with three rows and four columns, a bar chart with five bars of different heights and colors (maroon, blue, yellow, grey, light grey), a pie chart with five segments (maroon, yellow, blue, grey, light grey), a line graph with a red curve on a grid, a table with three rows and four columns, and a bar chart with five bars of different heights and colors (maroon, blue, yellow, grey, light grey).

	03	04	05	06
Product x	£24.00	£26.00	£32.00	£31.00
Product y	£18.00	£21.00	£26.00	£27.00
Product z	£16.00	£15.00	£14.00	£11.00

✓ CHECK ANSWERS



### 3.2 Talking about the content of visual aids

Read this part of a presentation where a business consultant is speaking to a group of export managers about e-commerce in Asia-Pacific.

*“Good morning ladies and gentlemen. I am here to tell you how the Internet can help you to do business in the Asia-Pacific region. Let’s have a look at this first slide. Can everybody see?”*

*This table shows the number of Internet users in different parts of the world. On the third line, you have the figures for Asia-Pacific. Notice that the number of Internet users is rising rapidly, an increase of 878% - yes, 878 – in the five year period. What does that mean for e-commerce in Asia Pacific? The column on the right shows the estimated revenue for e-commerce in 2002. For Asia- Pacific, the figure is 34.5 billion dollars. Not bad, when you compare with Western Europe at 55.5 billion, and Japan at 26 billion....”*

#### World market Internet users and E-Commerce

	Internet users (in millions)		Increase	E-commerce sales (in billions)
	1997	2002		2002
USA	38.7	135.9	251%	\$ 268.8
Western Europe	16.8	82.0	389%	\$ 55.5
Asia-Pacific (not Japan)	3.8	36.8	878%	\$ 34.5
Japan	4.9	22.1	352%	\$26
Japan	4.5	43.0	852%	\$40.8
Rest of the world				

Source : International Data corporation

In the main part of the presentation people often use visual aids to illustrate their points. In the previous example we have interesting phrases used by the presenter to refer to the information in the table.

***Let’s have a look at this first slide. Can everybody see?***

***This table shows*** the number of Internet users in different parts of the world.

***On the third line,*** you have the figures for Asia-Pacific.

***The column on the right shows*** the estimated revenue for e-commerce in 2002.

Here you have the language used to refer to visual aids. Make sure that you understand the vocabulary and practice saying the sentences.

#### Language focus

##### Explaining a visual

*First, let me quickly explain the graph.*

*The biggest segment indicates ...*

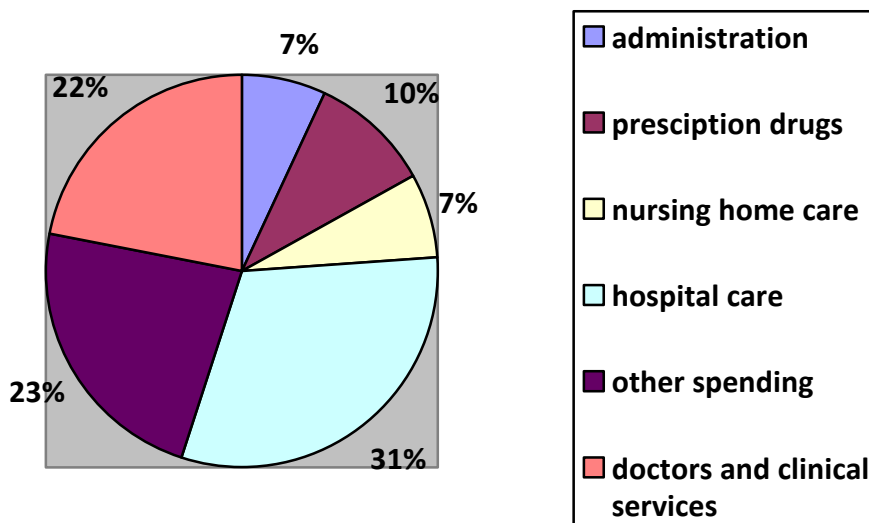
*The new models are listed ...*

### Highlighting information

*I'd like to stress/highlight/emphasize the following point(s).*  
*I'd like to start by drawing attention to ...*  
*Let me point out ...*  
*I'd like you to focus ...*  
*What's really important here is ...*

We are now going to concentrate on the language necessary to comment on the content of some visual aids.

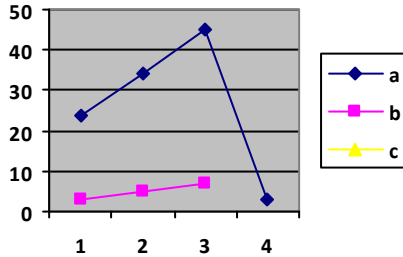
A head of a department from a private medical insurance company is telling colleagues about last year's health spending. **Read how he describes this pie chart and underline the words he uses to speak about its content.**



*'This pie chart shows our total health spending for the last year and how it is divided among the various health sector areas. Let's begin with the biggest area, which is shown in green. We can see that 31% of our total health spending went into hospital care last year. The second biggest area with a total of 23 % is 'other spending'- that's the red segment here. It includes dental services and home health care. I think you will be surprised to see that nearly the same amount – that's 22% - was spent on doctors and clinical services. This was mainly because of the increase in medical technology costs. I'd now like to draw your attention to the prescription drugs which account for 10% of our total costs.'*

## Describing graphs

Graphs are used to describe movement or trends. The vocabulary in this section will help you talk about the information in a graph.



### Language focus

#### Verbs

##### To go up

To increase  
To rise  
To climb  
To improve

##### To go down

To decrease  
To fall  
To decline  
To deteriorate

To recover

To get better

To get worse

To level out

To stabilise

To stay the same

To reach a peak

To reach a maximum

To reach a low point

To fluctuate

#### nouns

an increase

a rise

a climb

an improvement

a decrease

a fall

a decline

a deterioration

a recovery

an upturn

a downturn

a peak

a fluctuation

#### Adverbs

Sharply      steadily      slightly      mildly

#### Adjectives

Sudden      dramatic      high      low

## OVER TO YOU

## ACTIVITY 4

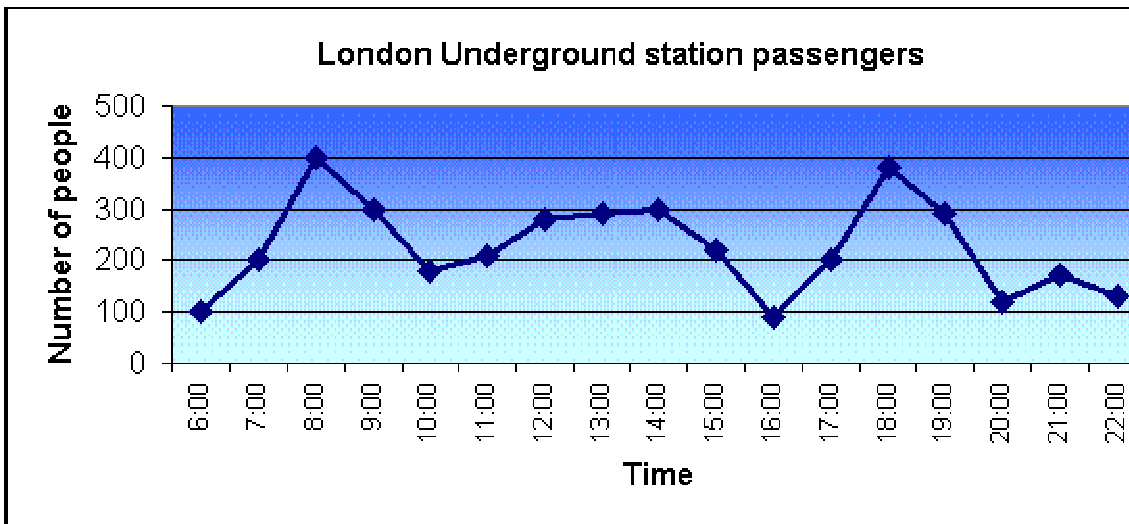
→ The table shows the number of students in a class who achieved each grade.

Grade	Number of students
Distinction	5
Merit	8
Pass	9
Fail	2

Copy this data into Excel to draw a pie chart. Write a short description of the graph.

→ Here is a graph about the London underground with information about the number of people at a station during a day. Comment the information as part of your presentation.

### London Underground



# Phrase bank

## The introduction to a presentation

### Welcoming the audience

Good morning / afternoon ladies and gentlemen.

Ladies and gentlemen...

First of all, let me thank you all for coming here today.

It's a pleasure to welcome here today.

I am happy that so many of you could make it today.

It's good to see you all here.

### Introducing yourself

Let me introduce myself, I am Dolors Pérez from ...

For those of you who don't know me, my name is...

Let me just start by introducing myself. My name is ...

### Introducing your topic

I plan to say a few words theme of my presentation is ...

I am going to talk about ...

The subject of my talk is ...

The theme of my presentation is ...

I'd like to give you an overview of ...

As you can see on the screen, our topic is ...

Today's topic is ...

I'm here today to present...

### Structure

I have divided my talk into (three) parts.

My talk will be in (three) parts.

I'm going to divide ...

First...Second...Third...

In the first part...

Then in the second part...

Finally ...

## **Timing**

My talk will take about ten minutes.

The presentation will take about two hours...

but there will be a twenty minutes break in the middle. We'll stop for lunch at 12 o'clock.

## **Questions / discussion**

Please interrupt if you have any questions.

After my talk there will be time for discussion and any questions.

## **MAIN BODY**

### **Starting a new section**

Moving on now to ...

Let's turn / look now to ...

The next issue/topic/area I'd like to focus on ...

Now we'll move on to...

I'd like now to discuss...

### **Indicating the end of a section**

That's all I have to say about...

We've looked at...

So much for...

### **Moving to the next point**

This leads directly to my next point.

Let's now move on / turn to ...

Going back

As I said / mentioned earlier ...

As I pointed out in the first section...

As I've already explained, ...

Let's go back to what ...

Let me come back to what I said before ...

### **Giving examples**

For example,...

A good example of this is...

As an illustration,...

To give you an example,...

To illustrate this point...

### **Paraphrasing and clarifying**

In other words...

So what I'm saying is...

To put it more simply...

To put it another way...

### **Summarising and concluding**

To sum up ...

To summarise...

Right, let's sum up, shall we?

Let's summarize briefly ...

If I can just sum up the main points...

To conclude...

In conclusion ...

In short ...

## **CLOSING A PRESENTATION**

### **Signalling the end**

OK. That brings me to the end of my presentation.

Right. That covers everything I wanted to say about....

So, that's all I have to say.

### **Summarizing**

To sum up then..

In brief, ...

**Concluding**

To conclude, I'd like to finish by saying

In conclusion....

**Final Recommendation**

It seems to me, then, that we should...

I would therefore recommend /advise that...

**Support**

I have prepared a handout which I will pass around.

I'll give you my email address in case you want to follow up on something I said.

**Closing**

Thank you for listening so attentively.

Thank you for your attention

I hope that this has been useful.

**Inviting Questions**

I'd be glad to answer any questions.

So, do you have any questions?

Are there any questions?



## Answers to exercises

### Unit 1. Planning a presentation

#### 1.1 Planning and getting started

**Key.** Negative features are 1. if you read aloud from a prepared script it will be boring for the audience. 2. This will interrupt the flow of the presentation. 8. This could be negative if the speaker is constantly moving as this could be distracting for the audience. 9. This is unnecessary as the audience can already see what is written.

#### 1.2 The audience

**Key.** The best strategies to get the audience's attention are the use of simple language, use colourful visuals, be enthusiastic, keep eye contact and ask questions from time to time

#### 1.3 Managing anxiety

**Key.** The text mentions the following tips: Prepare well, learn to relax, check out the room, know your audience, concentrate on the message and visualize success.

### Unit 2. Structure of a presentation

#### 2.1 The introduction

Presenter's name:	Pol Grant
Presenter's position:	Human resources manager
Topic of the presentation:	in-company training programme.
Who is the presentation for?:	department heads,

### Unit 3. Using visuals aids

#### 3.3 General principles

**Key** pie chart , curve, table, row, column, graph, segment, bar chart