



PRESENTATIONS



Scan to review worksheet

Expemo code:
17NX-44JA-KV8S



1

Warm up

Discuss these questions in pairs or small groups.

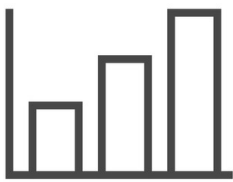
1. How often do you give or attend presentations?
2. What are these presentations usually about?
3. How often do you give or listen to presentations in English?

2

Vocabulary

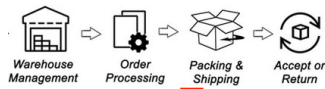
Match the words and pictures showing different types of diagrams that we use as visual aids in presentations.

A) line graph / B) pie chart / C) bar chart / D) map / E) mind map / F) flow chart

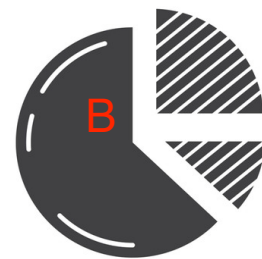


C

Order Fulfillment Process

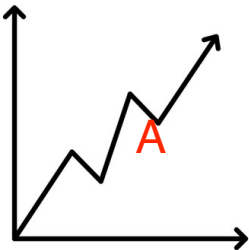


F



B

1



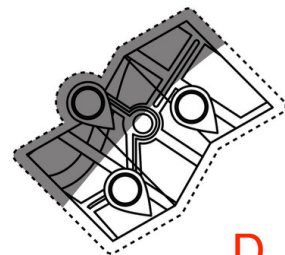
A

2



E

3



D

4

5

6



Answer these questions about the diagrams.

1. Which two diagrams compare things?
2. Which two diagrams can show changes over time?
3. Which two diagrams show relationships between ideas or places?
4. Which diagram can explain how to do something?

3

Listen for main idea

Listen to this short presentation and put the slides in order.



<div>Action plan</div> <div><div><div>Online questionnaires for all website customers</div><div>Focus group for customers 30+</div><div>Feedback to design team</div><div>Product changes</div></div></div>	<div>Sales</div> <div><div>Units sold</div><div><div><div>1500</div><div>2750</div><div>3190</div><div>3500</div></div><div><div>1st quarter</div><div>2nd quarter</div><div>3rd quarter</div><div>projected 4th quarter</div></div></div></div>
<div>A) 3</div>	<div>B) 1</div>
<div><div>Future forecast</div><div><div><div>Redesign options</div><div><div>Low cost</div><div>High cost</div></div><div><div>• color</div><div>• material</div><div>• shape</div><div>• size</div></div></div><div><div>Projected sales</div><div><div>Sales after redesign</div><div><div><div>low cost redesign</div><div>high cost redesign</div></div><div><div>5th quarter</div><div>6th quarter</div><div>7th quarter</div><div>8th quarter</div></div></div></div></div></div></div>	<div><div>Customer profile</div><div><div>Market share by customer age</div><div><div><div>20-30</div><div>30-40</div><div>40-50</div><div>50+</div></div></div></div></div>
<div>C) 4</div>	<div>D) 2</div>

What is the aim of Lorna's presentation? Choose the best option.

- To blame the marketing team for poor sales of water bottles.
- To present specific plans for a new water bottle product.
- To explain a way to increase sales of water bottles.
- To suggest that the water bottle product include more recycled materials.



4

Vocabulary in context

Read these sentences from the presentation and match the words in bold with their meanings.

- Let's begin by looking at how many **units** we have sold in the first three quarters since we **launched** the product.
- Our fourth quarter **projections** show that we expect this trend to continue.
- We need to **capture** this market!
- Here's a plan to find out how to **engage** younger customers, using questionnaires and focus groups to **feed back** to our product designers.

- Capture** _____ to take control of something or someone
- _____ make someone interested in something
- _____ to give someone information about how they are doing or what's happening so they can make positive changes
- launched** _____ started to sell a new product
- projections** _____ what we think will happen in the future, based on information about the present
- _____ individual items that are for sale to customers

Which of these items are verbs? Which are nouns?

5

Listen for detail

Read the sentences about the presentation and try to remember if they are true or false. Listen again to check.

- Lorna Calloway works in the design department at LifeCycles.
- Lorna expected sales of the product to change seasonally.
- Younger people are as important as older people for this market.
- Changing the design of the product will probably improve sales to younger customers over the next twelve months.
- James wants to know how much of the product is made from recycled materials.
- Lorna knows the answer to James' question.

Think of a question that you would like to ask Lorna.



6

Language point

Presentations need to be well-organized and easy to understand. We use a range of phrases to make presentations clear. Look at the table and add the labels to the correct row.

A	concluding / dealing with difficult questions / giving details / introductions /
E	main points / referring to visual aids / signposting the first or next topic
B	
C	
D	
F	
G	

	what Lorna said	other examples	column 3
<u> D </u> 1	I'd like to introduce myself before we start. My name is ...	Are we all ready? OK, I'm here to talk about...	Good morning, ladies and gentlemen. Thank you for coming.
<u> E </u> 2	The main points I'll be talking about are ...	The topic / title of my presentation is ...	My presentation will focus on three main areas ...
<u> G </u> 3	Let's begin by looking at ...	Beginning with the first point / Moving on to the next point ...	I would like to start by examining / considering ...
<u> F </u> 4	As you can see from the graph ...	Take a look at this chart. The numbers show that ...	These figures demonstrate that ...
<u> C </u> 5	Let me explain that in more detail.	I'd like to expand on this problem.	To elaborate on that ...
<u> A </u> 6	Right, I think we covered everything. Thanks very much.	In summary, ... / Thanks for your time ...	I would like to conclude by saying that ... / Thank you for your attention.
<u> B </u> 7	I'm afraid I don't have that information available right now. Can I get back to you on that?	Sorry, but could you be a little more specific?	That's a very good question, but I'm afraid that's not really my field.

Look at the phrases in Column 3, on the right. How do you think they are different from the phrases in the other two columns?



Read these sentences from the presentation and answer the questions.

So, how can we move forward? Here's a plan to find out how to engage younger customers, using questionnaires and focus groups to feed back to our product designers.

1. Is this a real question that Lorna expects the audience to answer?
2. Why does she include a question here?

Practice reading the expressions in the table out loud.

7**Practice**

A few weeks later, Lorna gives a follow-up presentation. First quickly read her presentation. Then put the words in order to make the missing phrases and match them to the blank. One item is extra.

1. And / did / discover? / we / what _____
2. for coming. / gentlemen. / Good / ladies and / morning, / Thank / you _____
3. by / conclude / I / like / saying / that / to / would _____
4. by / examining / I / like / would / start / to _____
5. areas: / focus on / main / My / presentation / three / will _____
6. a little / be / but / could / more / Sorry, / specific? / you _____
7. attention. / for / Thank / you / your _____
8. all / customers / demonstrate / figures / our / that / These _____
9. elaborate / on / point, / second / this / To _____



Presentation

1. (1) _____ As you know, my name is Lorna Calloway, and I am the senior marketing officer for accessories here at LifeCycles. We are here today to talk about how to increase sales of our new range of water bottles. (2) _____ the results of our online questionnaire, the results of our focus group for customers aged 20-40, and my recommendations for changes to our product design in order to capture younger markets.
2. (3) _____ the results of our online questionnaire, which included customers of all ages who visited our website. (4) _____ are pleased with the shape of the water bottles and also with the range of colors. However, a significant portion of our younger customers reported two main concerns. First, they thought the size of the bottle was too small. They also had concerns about the type of plastic used in the product.
3. We invited thirty customers aged 20-40 to join a focus group to discuss these two issues further. (5) _____ First of all, almost everybody in the group wanted us to offer a larger size bottle - 24 ounces seemed to be about the right size. Secondly, they wanted us to use only BPA-free plastic in the product. They felt that this information needed to be included on the packaging and in our advertising.
4. (6) _____, many younger people are worried that BPA has a negative and toxic effect on the human body, leading to long-term physical problems. This is a growing trend across the water bottle market, not just for cyclists.
5. Therefore, it is clear that we need to add another line to the range in a larger size and using BPA-free materials. The design team is ready to get started.
6. (7) _____ we are confident that we can redesign the product to increase sales to younger customers.
7. (8) _____ I would like to open the floor to questions.

How is this presentation different from the first one that Lorna gave?

What question would you like to ask Lorna?





8

Speaking

Prepare and practice a presentation to deliver. Choose ideas from the table, or use your own idea, and include words/phrases from the lesson in your presentation.

	Topic 1	Topic 2	Topic 3	Topic 4
Audience:	managers	customers	co-workers at the same level	a trade conference
Topic:	sales report	a new product	company policy on working from home	supply and delivery
Main points:	recent changes in sales / who's buying the product / future trends	market research / design features / advertising campaign	who can work from home and why, when, and how often / arrangements for meetings / arrangements for training	changes in price of materials / problems with supply of materials / new trends for delivery solutions
Conclusion: (your own idea)				

Extra challenge: create visual aids to accompany your presentation.

Listen to each other's presentations and prepare questions to ask after each one.

9

Optional extension

Sometimes things go wrong when you're giving a presentation. Use the words in the box to complete the story.

down
memory

flip
projector

handouts
share

intranet
slides

laser
virtual

My presentation didn't go very well. I forgot to bring my _____¹ stick, so I spent forever trying to find my PowerPoint _____² on the company _____³. As soon as the presentation started, I realized my _____⁴ pointer needed new batteries. Then, the _____⁵ stopped working, so we all went back to our desks and continued the presentation in a _____⁶ meeting room. But there were some technical problems, and I couldn't _____⁷ my screen with everyone. Maybe it was better in the old days when people used _____⁸ charts and _____⁹. Paper and pens never let you _____¹⁰!

1. Have you ever had any of these problems?
2. What other problems can people have with presentations?
3. Which item in the exercise is part of a phrasal verb? What does it mean? Write an original sentence using this phrasal verb.