

Presenting your company



DCV Fashions

Head office 1
Products 2
Turnover (last year) 3
Profits (last year) 4
Reasons for success 5
Advertising and promotion 6

A What sort of presentations have you given? How did you feel?

B **CD1.22** Listen to the beginning of a presentation by Robert Pullin, Director of Human Resources at DCV Fashions, and answer these questions.

- 1 What is the main aim of the presenter?
- 2 What kind of audience is he probably addressing?

C **CD1.22** Listen again and complete this paragraph.

.....¹, I'll give you some basic information about DCV Fashions.², I'll explain why we've been so successful in the fashion industry.³, I'll tell you about our mission statement. This describes what we're all about, why we're in business. And⁴, I'll explain how we communicate with people through our advertising and promotion.

D In pairs, practise giving an introduction to your own company or one which you know well.

E **CD1.23** Listen to the rest of the presentation. Work in pairs and complete the information on the left. If necessary, listen again.

F Number these phrases which introduce different sections of the presentation in the order in which they appear.

- a) Moving on now to our mission ... ☐
- b) Finally, a word about ... ☐
- c) Thanks very much for listening ... ☐
- d) OK, some basic facts ... ☐
- e) What's the key to our success? ☐

G Choose one of these topics.

- Think about your company or a company you know. Study the Useful language box below, and use the headings in the chart in Exercise E to help you prepare a presentation about it.
- Use the facts provided on page 133 to make a presentation about Moda International Fashion Group (MIFG).

Work in pairs. Make your presentation and answer your partner's questions. Your audience is a group of young people from a fashion college.

USEFUL LANGUAGE

INTRODUCING YOURSELF

Hello everyone, my name's Robert Pullin. I'm Director of Human Resources at DCV Fashions.
Good morning, I'm Robert Pullin, Director of Human Resources, DCV Fashions.

STATING YOUR AIM

My purpose today is to talk to you about our company.
Today, I'd like to talk about our new projects.

OUTLINING THE PRESENTATION

First, I'll give you some basic information.
Next, I'll talk about our products.
Then, I'll discuss the reasons for our success.
Finally, I'll tell you about our advertising and marketing.

INTRODUCING NEW INFORMATION

Here are some basic facts.
Here are some key facts about our company.

CHANGING TO A NEW SECTION OF THE TALK

Moving on now to our mission.
OK/Right. What about our distribution system?

ENDING THE PRESENTATION

Thanks very much for listening to my presentation.
Thanks for coming to my talk.
Are there any questions?