Trade fair

6 VISUAL AIDS

Match the sentence halves to make instructions for using visual aids. Then listen to the recording to check your answers.

1 Use visual aids ...	a) before the audience arrives.	1d
2 Choose a visual aid ...	b) before you start preparing.	2f
3 Use a flip chart ...	c) for recording audience feedback.	3c
4 Find out about the venue ...	d) to show how things look, work or relate to each other.	4b
5 Practise with your visual aids	e) when preparing your presentation.	5e
6 Test the equipment ...	f) which is suited to your material and the situation.	6a

GRAMMAR EXERCISE: ADJECTIVES AND ADVERBS

1. Careful planning is the key to a successful trade fair.
2. What visual aids can you use to make a good presentation?
3. The flow of visitors will be distributed more evenly.
4. You will need well informed and highly motivated stand personnel.
5. The stand should be visually attractive.
6. It seems obvious.

- *Man benutzt Adjektive, um Personen oder Sachen näher zu beschreiben, (1, 2, 4, 5, 6)*
- *Adjektive stehen vor Substantiven (l, 2, 4) und als Ergänzung nach be, look, seem usw. (5, 6)*
- *Adverbien beziehen sich auf Verben (3) oder Adjektive (4, 5).*
- *Adverbien haben in der Regel eine andere Form als Adjektive. Man fügt normalerweise die Endung -ly an das Adjektiv an (3, 4, 5).*
- *Das Adverb von good lautet well. (4)*

7 PRACTICE

Choose the correct alternatives to complete the advice about presentations.

Presentations

Here are some **useful/usefully** *hints for the delivery of your presentation*

- *Stand up straight. This will improve your voice and makes you look more* **self-confident / self-confidently**.

- *You should encourage questions because this will involve the audience in your presentation. If you don't want your audience to ask* **spontaneous / spontaneously** *questions during the presentation, tell them that there will be time for questions at the end.*

- *Use your voice* **effective / effectively** *to make your presentation sound* **interesting / interestingly**.

- *You should also speak* **clear / clearly** *and emphasize important points* **strong / strongly**.

- *Use language which your audience will understand* **easy / easily**. *Try not to use a lot of* **technical / technically** *words if your audience might not understand them.*

- **Equal / Equally** *important is to establish eye contact with members of your audience. This helps to show that you believe what you are saying.*

8   GIVING A PRESENTATION

Marc Young of NoviComm is giving a presentation of his company's key product at a trade fair.

>   **1 Listen to Marc's presentation and list the features and benefits of NoviSafe.**

>   **2 Listen again and note down the language of presentation which he uses (see Language box)**

9   YOUR TURN

Plan and give a presentation about your company's key product.

- *Use expressions from the Language box below, and the advice from the last exercises.*
- *Use appropriate visual aids.*
- *When you have finished your presentation, ask your audience questions to whether they were listening!*
- *Now listen to your fellow students' presentations.*
- *Give them grades 1-6 for content, delivery and visual aids. (1= excellent, 6= very poor.)*

The language of presentation

Introduction

Greetings	*Good morning, ladies and gentlemen ...*
Personal details	*My name is ... and I am ... (company/position)*
Objective	*Today I'd like to ...*
Main points	*First, I'll... , secondly, I'll... , finally ...*
Timing	*The presentation will take around ... minutes.*
Additional Information	*I have some handouts for you at the end.*

Signalling what you are doing

Starting a section	*I'd like to look at...*
Ending a section	*That's all I wanted to say about...*
	Now that brings me to the end of...
Moving on	*If there are no questions, I'll move on to ...*
	I would now like to turn to ...
	OK, I now want to move on to ...
Coming back	*Well, let me come back to the main issue ...*
Drawing attention	*As you can see ...*
	(Just) let me point out that...

Conclusion

Signalling the end	*That brings me to the end of my presentation.*
Summarizing	*Before I finish let me summarize the key points.*
Final Statement	*To conclude, I'd like to say that...*
Closing	*Thank you (very much) for listening.*
Inviting questions	*If there are any questions, I'll be happy to answer them.*

Features and Benefits

To protect your data from being stolen, corrupted or misused.

Features:
- management console
    - one central point
    - easy to use
    - intuitive and easy to learn
    - gui
    - realtime monitoring
    - terminate connections to specific IP-adresses