Presentations

Business > Intermediate 6

Exercise 1 – Reading

Read the text aloud with your tutor and check your understanding.

Delivering a Presentation

Mr. Davis is delivering a presentation.

Good afternoon everyone and thank you for attending this presentation.

I am Charles Davis from the furniture company "Comfortable Environment". I'm responsible for the company's design choices. In today's presentation I would like to talk about the importance of good design. Why is good design so important, you may ask?

To begin with, good design makes us want to buy products. We all strive to have beautiful, unique things around us, as being surrounded by comfort and beauty makes our daily tasks more enjoyable and pleasant. The more we like our environment, the happier we are.

Secondly, when designing a product, we have to think about its functionality. Nobody wants to buy a beautiful, but inconvenient thing. So, creating a product that is both attractive and comfortable is our top priority.

Last but not least, good design needs to match the lifestyle of our target audience. For example, when buying an iPad case, a businessman is more likely to choose a simple, black case instead of one that has yellow flowers on it, as it looks more formal. We always need to have this in mind. Please take a look at several examples of amazing design ideas and a few that were not well-thought-out.

Charles shows some pictures to the audience.

In conclusion, I want to emphasize that good design is much more than just beautiful appearance. So, when creating a design for your product, don't settle for mediocrity, take your time to make it perfect.

Thank you for your attention! If you have any questions or comments, I'll be happy to answer them.

Check your understanding:

1. What is the topic of Charles's presentation?

2. What example did he give for matching the design with someone's lifestyle?

3. What is the structure of his presentation?

Exercise 2 – Learning

How to Deliver a Presentation

Clear structure: Organize your presentation into an introduction, a main body and a conclusion.

Introduction: Introduce yourself to the audience. State the topic of your presentation and the reason why you chose it.

Body: Present two or three main points, provide explanations and examples. Discuss each point separately, in a clear and organized way.

Conclusion: State your opinion about the topic or give a brief summary of the presentation.

Engage with the audience: (e.g. "So, why is it important, you may ask?"). Try to engage your listeners, make them interested in what you are saying.

Examples: Use pictures and concrete examples to illustrate your ideas. This will make your presentation more interesting and memorable.

Time for questions: Make sure to give the audience a chance to ask questions or comment on your presentation.

Useful Expressions

- In today's presentation I would like to talk about...

- The purpose of today's presentation is to…

- To begin with/First,...

- Please take a look at...

- This chart/graph illustrates...

- Would you mind looking at...

- In conclusion...

- To summarize,...

- I'd be glad to answer any questions you might have.

- If you have any questions, I'll be happy to answer them.

Exercise 3 – Role Play

Take turns with your tutor and act out the scene described below.

Scene: You were appointed to hold a presentation. Your firm is called "New Wave Motors" and the topic of the presentation is the importance of good car designs. The teacher can assume the role of the audience, asking questions if needed.

Exercise 4 – Discussion

Discuss the following questions with your tutor.

1. Are you nervous when delivering a presentation in front of a lot of people? How do you relax?

2. What are some things that should be avoided when delivering a presentation?

3. Do you like when people ask questions about your presentation? Why? Why not?