

COMMUNICATION

Presenting in a business meeting

LEVEL

Upper-Intermediate
(B2)

NUMBER

EN_B2_3113X

LANGUAGE

English

Learning outcomes

- I can explain how to structure a successful presentation.
- I can give a short presentation that engages my audience and creates interest, using a variety of techniques.



Warm-up

Complete this activity **in breakout rooms** or together as a class.
You can check the suggestions in the additional practice section afterwards.

What usually happens at each stage of a presentation?

1. Opening	2. Body	3. Closing
Breaking the ice	Linking between sections	Emphasising your point
Settling in	Keeping listeners engaged	Concluding the talk
Building interest	Recapping what you have covered	What's next?



Breaking the ice

Breaking the ice is when...

- a) you start a presentation in a way that makes people feel engaged and comfortable.
- b) you bring up a difficult topic to get it out of the way.

Breaking the ice with questions

A **quick quiz** on the topic of your talk is a great way to get the audience involved.

How many people visited our website in the last month?

a) 400 b) 4,000 c) 40,000

How much do you think the average customer spends each time they visit one of our shops?

a) £15.77 b) £38.63 c) £59.19

Online smartphone quiz software makes this very easy to arrange. You can then refer to this information during your presentation.



1. Have you ever started a presentation in this way? How did it go?
2. Can you think of any other ice breakers?



Settling in

Here are some common **phrases for getting started**, once you've broken the ice!

1



I'd like to start with a quick summary of the report.

2



I'd like to start by drawing your attention to this figure on page 2.

3



The purpose of this presentation is to discuss new marketing strategies.

4



Let me begin by describing what our company does.



I'd like to start by + verb (-ing)
*I'd like to start with + **noun***



Fill in the gaps

Fill in the gaps using the words below. You might need to change the form of the verb. There may be more than one possible answer.

- 1 I'd like to begin _____ an apology. I know this quarter didn't go as well as expected.
- 2 The _____ of this presentation is to explore social media trends.
- 3 Let me start by _____ the winner of August's employee of the month. Congratulations, Andrea!
- 4 Right, let's start _____ considering how to improve our customer relations.
- 5 Let's _____ with customer motivation. What do we already know?

to announce
purpose
with
aim
by
to describe
to begin



Your presentation (1): break the ice and settle in

Read the presentation topics below. **Complete** the activity in the red box.

**Advice for working
from home**

**Increasing diversity
in the workplace**

**The pros and cons
of travelling for
work**

**How to use social
media effectively
in business**

**The benefits of
taking a gap year
before university**

You have been asked to give a presentation about one of the topics above. You will return to this topic throughout the lesson.

Introduce your topic using at least one of the phrases from the previous slides.



Building interest

Now it's time for the main body of your talk. It is really important that your presentation is easy to follow. **Read** the checklist for preparing the body of your talk. Can you think of any other points to add?



Checklist

Logical structure

No unnecessary details

Ask thought-provoking questions

Present information clearly

Check for understanding throughout

...

...



Building interest

What are some **strengths** and **weaknesses** of the example below?

First of all, I want to address the holiday entitlement within our company. All full-time employees are currently entitled to 5 weeks' holiday a year. Now, this might surprise you, but currently only half of our workforce actually take their full holiday entitlement each year.

Now, if only half of our workforce actually take their full holiday entitlement each year, surely this is a good thing? Doesn't this mean we have more working hours from our employees? Actually, this is not the case. I would like to draw your attention to the graph on the handout you have in front of you. As you can see in Figure 1, when employees don't take their full holiday entitlement this is actually really bad news for the company. It has a negative effect on their productivity throughout the year.

At this point, I would like to check if anyone has any questions?

So, this negative effect on productivity can be noted in all employees who don't or can't take their full holiday entitlement. This is why it is of vital importance that we address this issue and encourage our employees to take their full holiday entitlement.



Building interest: surprise and contrast

- Here are some of the phrases the speaker used in the previous slide.
- ***This might surprise you, but...*** is a good way to introduce **unexpected information**.
- It is also effective to **ask a question** before using words like ***actually*** or ***however*** to prove the **opposite**.



This might surprise you, but online sales only account for 25% of our revenue.

Does this mean we should focus less on web advertising? Well, **actually**, the opposite is true.



More phrases for building interest

- Here are some more examples of good ways to **build interest**.



On one hand, we musn't ignore our online shoppers. **On the other**, most of our customers shop in store.

An important point to consider is this: both markets are crucial to our success.



Your presentation (2): build interest

Now it's time for the next part of your presentation.

With the topic you chose on slide 9, **build interest** using some of the phrases you have learned.

- This might surprise you, but...
- Does this mean...?
- Actually/However, ...
- On one hand...
- On the other...
- Another important point to consider is...

***This might surprise you, but** 40% of our workforce currently work remotely...*

***On one hand,** taking a gap year means that you finish your studies a bit later...*

***Another important point to consider is that** any business not using social media today is at a disadvantage...*



Linking between sections with phrasal verbs

The phrases below will help **link between** sections.

1



This **leads onto** my next point.

2



I want to **move away from** marketing and onto something different.

3



I will **come back to** this point at the end. But I want to **get into** the next topic in some detail.

4



Let's **carry on** looking at this case study.

Your presentation (3): link between sections

Look over your presentation notes so far.
Complete the activity below.

Use phrasal verbs to link to the next section(s) of your presentation!

to lead onto
to move away from
to come back to
to get into
to carry on





Your presentation (4): check for understanding

Use one of the questions below to check that your classmates have understood.

**Would you like me to
go over anything again?**

**Are there any
questions at this
stage?**

**Is everyone
following so far?**

**Are you happy for me
to move on?**



Concluding the talk

Match the sentence parts to form useful phrases for ending your talk.

1 *I hope you're now **clearer***

a **you can see** that...

2 *So **if you recall** what I said at the beginning,*

b **of** my talk today.

3 *That **brings me to the end***

c **on** good social media strategy.

4 *In conclusion, **it is clear***

d **that** a number of different options are available.

5 ***To sum***

e **up**, I am very excited about our opportunities going forward.

Your presentation (5): conclusion

It's time to conclude and take some questions.

How well have you communicated to your audience? Do they have some interesting questions?



Take it in turns to **conclude** your presentations.

Use the **concluding phrases** from the previous slide.

Be ready to take **follow-up questions** from your classmates.

As you listen to your classmate's presentation, think of **a question** to ask them.



End of the lesson

Idiom

In the long run

Meaning: Use this phrase to refer to a longer period of time in the future

Example: This might not seem necessary now, but it'll make a big difference in the long run!



Additional practice

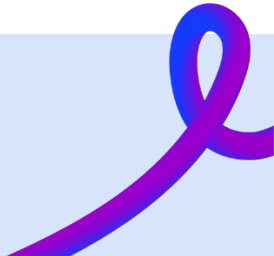


Structuring a presentation

Check your ideas from the warm-up.

Here are some suggestions for structuring a presentation.

1. Opening	2. Body	3. Closing
Breaking the ice	Linking between sections	Emphasising your point
Settling in	Keeping listeners engaged	Concluding the talk
Building interest	Recapping what you have covered	What's next?



Breaking the ice

Breaking the ice is when you start a presentation in a way that makes people feel **engaged** and **comfortable**. It is important to get this right! Even a very good presentation will suffer if you do not create the **right atmosphere** in the room.

Here are some questions to ask yourself: Are you presenting to colleagues or potential clients? Does everyone know each other? How much time do you have? Is there any information that everyone needs to know before you begin?



Lovely to see you all here today.
Before we start, let's do a quick introduction. I'm...
I won't keep you long. If you have questions at any point...



Different kinds of ice breakers

Do you think these icebreakers are more appropriate for different kinds of presentation? There is no one correct answer.



1

joke

2

expectations

3

online quiz

4

active task

5

writing a list

6

video or audio

7

handout

8

questionnaire

**Formal
presentation with
clients**

**Informal
presentation
among colleagues**

Both / Neither



Unscramble the sentences

1

hand	on	to appeal to	one
we	need	the	a younger market



2

	on	forget	other	loyal customer base
	mustn't	the	our	we

Think of a time when you gave a presentation... 

What was the topic?



What did you do well?

Is there anything you would do differently?



Answer key

P.7: 1. with 2. purpose / aim 3. announcing 4. by 5. begin

P.17: 1. c 2. a 3. b 4. d 5. e

P.25: 1. On the one hand, we need to appeal to a younger market 2. On the other, we mustn't forget our loyal customer base



Summary

Phrases for getting started:

- *I'd like to start by; I'd like to start with; The purpose of this presentation is; Let me begin by*
- ***I'd like to start with** a quick summary of the report.*
- ***Let me begin by** describing what our company does.*

Building interest:

- It is effective to **ask a question** before using words like **actually** or **however** to prove the **opposite**.
- ***This might surprise you, but** online sales only account for 25% of our revenue.*
- ***Does this mean** we should focus less on web advertising? Well, **actually**, the opposite is true.*
- Phrases like **on the one hand... one the other** and **An important point to consider is this**

Linking between sections with phrasal verbs:

- *to lead onto; to move away from; to come back to; to get into; to carry on*
- *I will **come back to** this point at the end. But I want to **get into** the next topic in some detail.*

Concluding the talk:

- *to be clearer on; if you recall; to bring you to the end of; It is clear that; to sum up*
- ***To sum up**, I am very excited about our opportunities going forward.*
- *That **brings me to the end of** my talk.*



Vocabulary

breaking the ice

I'd like to start with

I'd like to start by

The purpose of this presentation is

Let me begin by

This might surprise you, but

to lead onto

to move away from

to come back to

to get into

to be clearer on

If you recall

to bring you to the end of

