

Making an advanced presentation

SPEAKING

LEVEL	NUMBER	LANGUAGE
Advanced	EN_BE_3410S	English





Goals

- Can recognise and recall some more advanced structures and expressions and use them in a short presentation.
- Can structure my own short presentation effectively and explain any problems that may occur during a presentation.



When giving a **presentation**, we need to be both **informative** and **interesting**.

We also need to pay attention to **timekeeping** and stay on top of **technical problems**.



Presentations

Have you ever given a presentation? What was the topic and who was the audience?





Presenters

Think about and answer the questions below with your teacher or classmates.



1

Which people have you listened to who are/were really great public speakers?

2

What made them good public speakers?

3

Do you think public speaking and giving presentations is a skill you can learn?



Presentations

If you could listen to a presentation on any topic, what would you choose and why?





Preparing for your presentation

- Below are some **questions** you need to think about when you are **planning your presentation**.

What is the main message I want to transmit?	This needs to remain the focus of your presentation throughout.
Who is my audience?	Different audiences require different presentation styles.
What about the structure?	How many different parts do you need? How long will you talk for?
How about the logistics?	Will you use visuals? What if there is a problem with the equipment?
Do I need to introduce data?	Are you using statistics? How should you present them?



Introductions

- There are certain **functions** which an **introduction** to a **presentation** must fulfil in order for the rest of your presentation to be successful. Have a look at the list below.

Break the ice.	Thank the listeners for being there.
Introduce yourself.	Say who you are and which company you work for if appropriate.
Introduce your presentation.	Tell the audience exactly what you will be talking about.
Give your presentation context.	You might want to tell a short story or give a famous quotation to get the listeners interested.



Introductions

Read through the introductions to the presentations on the following two pages and answer the questions below for each one.



Who do you think the audience is for each presentation?

Is the message of the presentation clear?

Do you think the structure of the presentation has been clearly thought out?



Introductions

Good morning and thank you all for joining me here today. My name is Alice Green and I am the head of the marketing department at Greenboy Industries. I've been invited to speak here today about the power of online marketing. We are all aware of the huge impact and influence that the internet has on today's society. However, the question remains: what really is the best way to use the internet to benefit our marketing efforts? This is one of the key things that I'm going to be discussing with you today.





Introductions



Hi everyone, great to see you. I'm Alice from Greenboy Industries, and I'll be talking to you about online marketing. We're all marketers here, right? We know that social media and all of that other online stuff is pretty important. But how do we really make it work for us? How do we make sure we're doing things in the best possible way? Well, today I'm going to share a few tips and tricks on exactly that.



Introductions



Which of the **presentations**
would you prefer to listen to?
Why?



The body of the presentation

- The **body** of the **presentation** contains the **bulk** of the information you are **transmitting**. It should be **well organised** with a set number of **key points** supported by **evidence** and **examples**.

Use connectors to introduce points.	Let me start by.../ First of all.../ Let's turn our attention to.../ As I mentioned.../ I would like to expand on...
Be aware of the information on the slides. Refer to it but don't repeat it.	As you can see from the chart behind me.../ The graph here clearly indicates.../ Please observe the following...
Use rhetorical questions and statements to keep interest.	What can we learn from this?/ What's next for the market?/ You must be wondering what this means for us.



Making segues

- A **segue** is a smooth **transition** from one slide or section of your presentation to another. Segues make your presentation **flow** better and sound more **professional**. **Segueing** often involves **repeating** words from the previous slide, which gives your presentation a sense of **continuity**.



The greatest effects will be felt by **advertisers**... [change slide] ...It is **advertisers** themselves who have proposed this change.



Conclusions

- It is important to have a **strong conclusion** as this is the **lasting impression** you make on your audience. Below are some things you should do in the conclusion.

Summarise your main points again.

Include a call to action: ask your listeners to do something.

Thank your audience.

Ask if the listeners have any questions.





Conclusions

- Here are some phrases you can use in the conclusion.



To summarise what you have heard today...

Now for a quick recap of the facts.



I'd like you all to think about...

For further clarification you can visit...





Get ready to listen

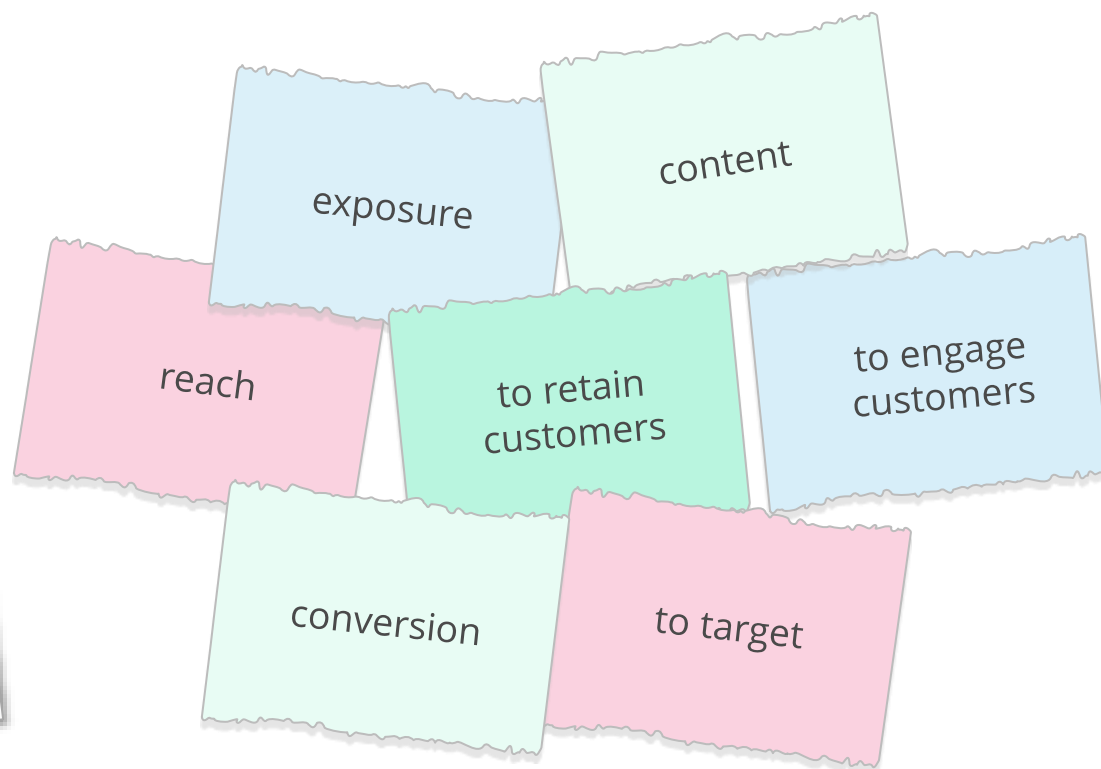


The next few pages will focus on your listening comprehension.



While you are listening

Listen out for this vocabulary while you are listening. Do you know what it means?





About the presentation

Do you think the presentation was well-structured?

Did you find the points convincing?

Would you like to ask the speaker any questions?

How could the presentation be improved?



Plan a presentation

Prepare a short presentation on a topic of your choice. If you wish, you can make it related to your job or company.

- Remember to think about your audience.
- Structure your presentation logically.
- Use some of the phrases from the lesson.





Give your presentation

Now present your topic to your teacher or classmates. Remember to ask if they have any questions at the end.





Prepare for problems

- Very few **presentations** run without a **hitch**, so below are some problems which you might encounter and how to **deal with** them.

Your presentation is too long.	Think ahead and skip some less relevant examples or extra information. Never skip the key points.
Your presentation is too short.	You should always have a couple of backup examples or stories to tell.
You notice a mistake on the slide.	Apologise – this is your fault!
The software is not working.	Apologise, though this is not your fault. Be prepared to work around this issue.



Negotiating

- When giving a presentation you always need to think about your **audience's viewpoint** and about any **counterarguments** your opponents might have. Below are some things to consider.

Did everyone accept your argument?

Do they have reasonable counterarguments?

Did they spot any inconsistencies in your argumentation?

Does it make sense to argue your case further and push for your argument more?

Should you focus on finding common ground?





Problems and disagreements

Have you ever run into any of the problems mentioned on the previous pages? How did you solve them?



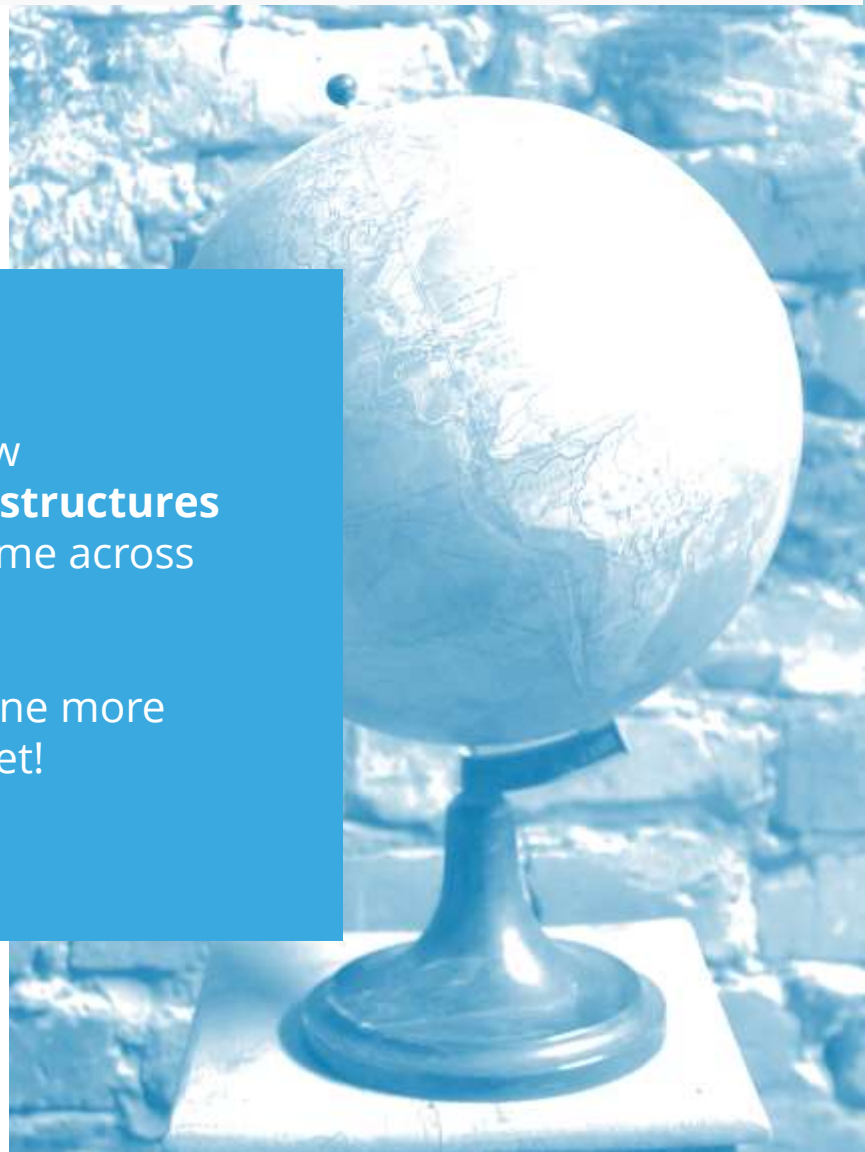
Have you ever attended a presentation where you disagreed with the speaker? What did you do?



Reflect on this lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don't forget!





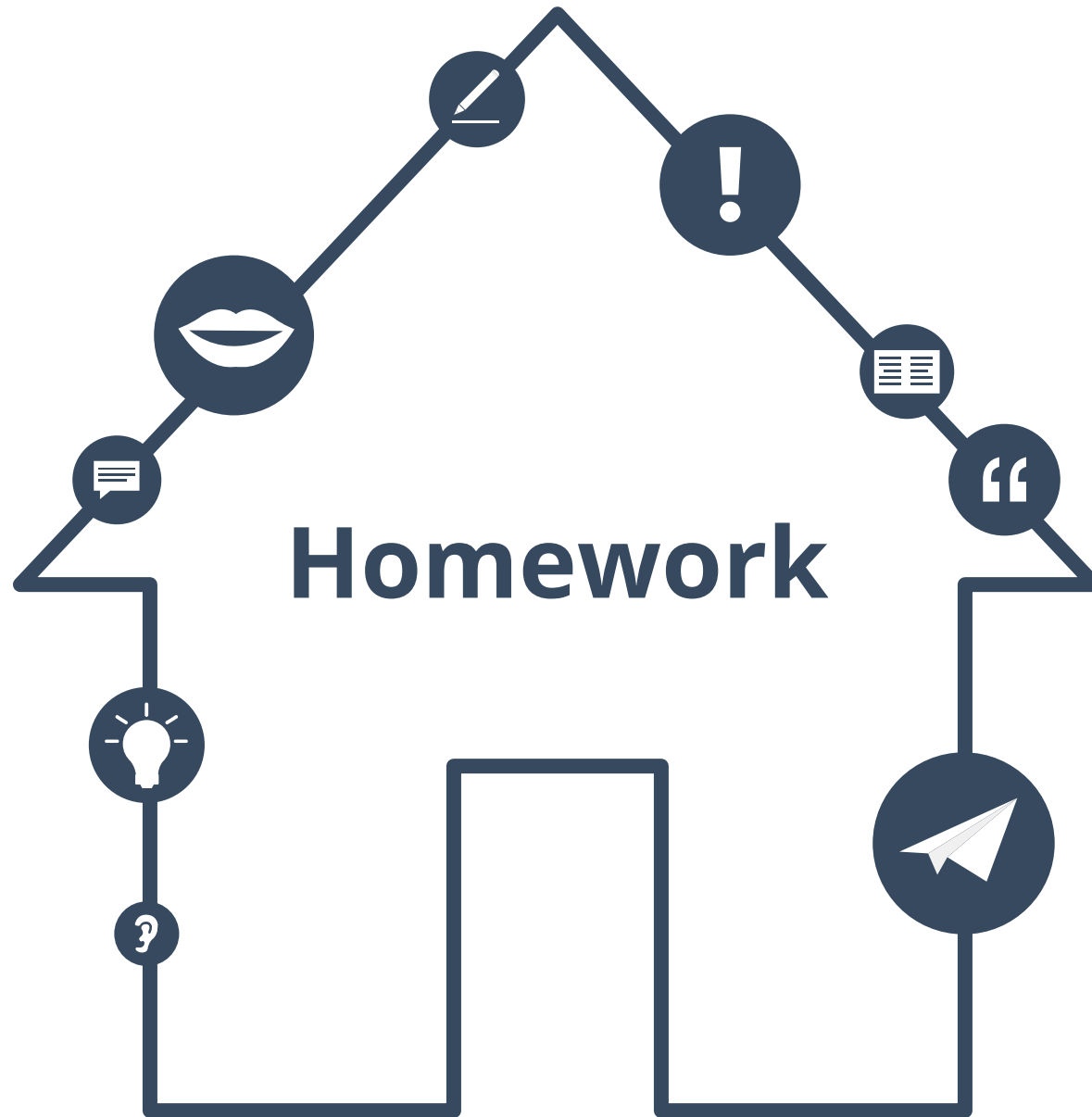
Transcription

p. 18

Let's start by looking at different types of online marketing. Three of the key types are search engine marketing, or SEM, social media and e-mail. SEM is one of the things we can do to increase the **exposure** of our business. We can make a link to our website appear when people search for certain things in search engines. Social media marketing can also increase our **reach** if we choose the right **content** and post at the right times, but we also use it to **retain** former customers and **engage** potential ones. E-mail, meanwhile, focuses on retaining customers.

With all of these methods, the aim is to make **conversions**. This is when our customers, or potential customers, do the thing that we want them to do. But how do we make them, for example, buy one of our products? The key is to **target** certain people. For example, we can make our SEM adverts only appear to people in certain locations. We can send different e-mails to people of different ages. And on social media we can find out who our followers are by analysing data and then targeting those people. By doing this, each potential customer feels as if we are meeting their specific wants and needs.

So, what can we learn from this? Well, we can see that marketing needs to be targeted in order to be effective. So next time you plan your marketing strategy, be sure to keep this in mind.





Complete the sentences

Complete the sentences in your own words.

1. When planning a presentation, the most important thing to think about is...
2. The introduction of the presentation should...
3. In the main body of a presentation, the speaker must...
4. To conclude, we should...
5. The major problem you might come across is...

[illegible]



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