

LEVEL
Intermediate

**NUMBER
EN BE 3418X**

LANGUAGE
English





Goals

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





Preview and warm-up

- When presenting in a meeting, your presentation is likely to be **shorter** than at a conference or formal talk, so it is important to be **clear** and **concise**.



You could be presenting to colleagues or potential business partners, so it is important to **consider your audience**.



Today's talk

- As presentations in meetings are so **short**, you probably **won't need to share the structure** of your presentation with your audience.
- We have a little more time today, so here's what we will cover:

1 Opening	2 Moving on	3 Closing
Breaking the ice	Linking between sections	Emphasising your point
Settling in	Keeping people 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.

Breaking the ice

Are you presenting to colleagues or potential clients?

Does everyone know each other? Is it important to your presentation that they do?

How much time do you have?

Is there any information that everybody needs to know before you begin?





Breaking the ice with questions

It's a good idea to get your audience involved right from the start

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.



Different kinds of ice breakers

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

joke



expectations



online quiz



active task



writing a list



video or audio



handout



questionnaire



Formal presentation with
clients

Informal presentation
among colleagues

Both? Neither?



Settling in

- After you've broken the ice, it's time to **get started**.
- You can begin your presentation using either of these phrases:
 - *I'd like to start by* + **-ing form of the verb**.
 - *I'd like to start with* + **noun phrase**.



I'd like to start by welcoming you all to today's meeting.

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





Settling in

- Here are some more examples of good ways to settle into your presentation.



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

Right, let's start by looking at these figures.



Let me begin by describing what our company does.



Settling in

Fill in the gaps in the sentences using the words below.

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 begin with _____. What do we already know?

a. announcing

b. by

c. customer motivation

d. with

e. purpose



Settling in



Making a strong start

You have been asked to give a presentation about a topic of your choice.

You will return to this topic throughout the lesson. If you like, you can use the examples below.

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

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



Building interest

- Now it's time for the **main body** of your talk.
- It is really important that your presentation is **easy to follow**.
- Each section should move **smoothly** and **logically** into the next.

Building interest

Does your presentation have a sensible structure?

Have you included any unnecessary details?

Could you ask thought-provoking questions?

Does everybody understand? Do you need to check?

How can you make your argument the clearest it can be?





Read the example main body below. What are some of its strengths and weaknesses?

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 in the main body of your presentation

- 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? **Actually**, the opposite is true.





Building interest in the main body of your presentation

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



On one hand, we mustn'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.



Unscramble the sentences below

A

hand

to appeal to

on

we need

a younger
market

one

B

consider

the grey pound

is this:

another

to

point



A valuable
demographic?



Linking between sections with phrasal verbs

- Your audience is interested in the points you have made so far.
- The phrases below will help link between sections.
- Phrasal verbs are particularly useful for this: **lead onto** and **move away from**, for example.



This **leads onto** my next point.

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





Linking between sections with phrasal verbs

- Other phrasal verbs include *come back to*, *carry on* and *get into*.



I will **come back to** this point at the end.

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



I want **to get into** this topic in real detail next.



Linking between sections with phrasal verbs

Take a few minutes to develop the presentation you began on page 11 and then practise using the linking phrases in the activity below.



1

Speak briefly about your topic. Then, use one of the linking phrasal verbs to continue into point 2 below.

2

Continue your presentation. After a sentence or two, use another linking phrase.

3

Say a few more words ahead of a final sentence or two.





Keeping people engaged

**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?**



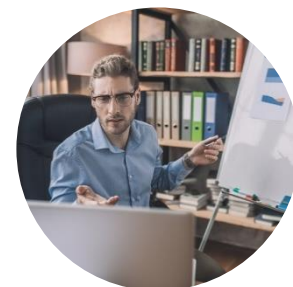
Emphasising your point

- You are coming to the end of your talk now, so it is time to **emphasise your point**.
- These phrases will direct your audience towards the **most important** information.



This is the main point I'd like you to **take away** from today's talk.

I cannot **stress this enough**.





Emphasising your point

- Imagine you are 10 minutes into a presentation you began on page 11 and continued on page 19
- Follow the instructions below and use phrases from the previous slides to start to bring your presentation to a close



1. Ask a question to check everyone is engaged

2. Recap what you've said so far

3. Emphasise your main point



Concluding the talk

- You have reached the end of your presentation – well done!
- It is important to finish with a **strong conclusion**.
- One way to do this is to link back to **what you set out to do** at the beginning.



I hope you're now clearer on good social media strategy.

So if we look at what I said at the beginning, you can see that...





Concluding the talk

- Here are some other simple ways to conclude your talk. Don't forget to **thank everyone!**



That **brings me to the end of my talk today.**

In conclusion, it is clear that a number of different options are available.



To sum up, I am very excited about our opportunities going forward.



Concluding your talk

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 the talks you started on page 11 and developed on page 19

- Be ready to take questions from the other people in the lesson



- When you are not concluding your presentation, think of at **least one question** to ask the person who is speaking when they are finished



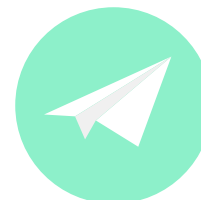


Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

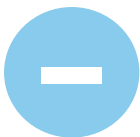
no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again



Answer key

Exercise p. 16

On one hand, we need to appeal to a younger market.
Another point to consider is this: the grey pound.

Exercise p. 10

1. d; 2. e; 3. a; 4. b; 5. c





Homework

Phrases to build interest

A phrase to
emphasise your
main point

A recap of what
you've said so
far

Introductory phrase

Linking phrasal verbs

Concluding remarks

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