# L10\_Unit 4: Effective presentation

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# STOP my study

## **Lexical**

See C:\Tracy\TW related\English\IETLS\oral topic\2 EF oral topics - Script based on Level\EF oral topics\_L10-Upper Intermediate

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| 骨骼; 提纲轮廓或梗概; 瘦骨如柴的人（或动物) ; 家丑 | skeleton骨骼: The internal structure composed of bone and cartilage['kɑːt(ɪ)lɪdʒ]软骨 that protects and supports the soft organs, tissues, and other parts of a vertebrate organism 脊椎动物. //cartilage['kɑːt(ɪ)lɪdʒ] is a strong, flexible substance in your body, especially around your joints and in your nose. 软骨 //dislocated shoulder/jaw脱臼的 |
| A supporting structure or framework, as of a building. 构架：支持结构或构架，例如建筑物  **[ a fixing skeleton 固定架 ]** |
| * skeleton is an **outline** or a **sketch or delineation[dɪ,lɪnɪ'eɪʃ(ə)n]** 提纲轮廓或**梗概(**框架；梗概**)** , consists of the most important parts of something, to which more detail can be added later.   eg Here comes **a skeleton/sketch of my proprosal.** **a skeleton of my travelling plan 计划纲要**  e.g. We agreed on a skeleton outline of the proposal. 我们给提案商定了一个基本框架   * The skeleton of something such as a building or a plan is its basic framework. (楼房或计划的) 构架; 框架 e.g.  The town of Rudbar had ceased to exist, with only skeletons of buildings remaining.  只剩一些建筑骨架 |
| sb who is super skinny and thin 瘦骨如柴的人（或动物) e.g. A long illness made a skeleton out of him. 长期的卧病使他骨瘦如柴; **[ a skeleton hand 青筋暴起的手 ]; be reduced to a skeleton 瘦得皮包骨; a walking skeleton 骨瘦如柴的人** |
| A source of shame, **humiliation or disgrace**, as in a family, that is kept secret. 家丑 **[ a family skeleton 家丑, 见不得人的事 ]** |
| **a skeleton key 万能钥匙** |
| Computer Science Of or relating to a set of incomplete instructions intended to be completed by a specialized program. 【计算机科学】 程序框架的：属于或有关那些需用一特殊程序来完成的未完成的指令的 |

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| [a common vision]  e.g. We share **a common vision**. **However,** we have different strategies.  e.g. We all have **a common vision**, but with different **strategic imperatives**. |
| [**最好的是**Bes**t o**f all, xxx V.S. **最糟糕的是/最惨的是**Worse yet, xxx ]  e.g. **Best of all最好的是,** the program allows us to reward our best salespeople  e.g. **Worse yet最糟糕的是/最惨的是,** sales are down for the third straight month, three months **in a row连续三个月** |
| 把<产品>打入市场 [ market the product ]  e.g. We need to find a new way to **market the product.** |
| **a pointer: is a useful piece of advice or information that helps you to do or understand something 提示；忠告；点子**  e.g. The opening, or introduction, of your presentation is the most important part. Use these **pointers/tips** to help you deliver a successful opening. |
| merger /ˈmɜːdʒə/  [N-COUNT](javascript:;)A merger is the joining together of two separate companies or organizations so that they become one. 合并  •  ...a merg**er** between two of America's biggest trade unions.   …美洲两个最大的工会的合并  the joining together of two or more companies or organizations to form one larger one  〔公司、组织的〕合并  •merger negotiations 合并谈判  [+ of/between]  •a proposed merger between two of the largest software companies 两家最大软件公司的合并提议  [+ with]  •There has been a lot of talk about a merg**er**with another leading bank. 人们纷纷传言要和另一家大银行合并。  e.g. Will there be a merg**er** between the two companies? |
| subsidiary /səbˈsɪdɪərɪ/; pl: subsidiaries [səb'sɪdɪə**rɪz**]  1.[N-COUNT 可数名词](javascript:;)A subsidiary or a subsidiary company is a company which is part of a larger and more important company. 子公司  •  WM Financial Services is a subsidiary of Washington Mutual.   华盛顿互惠银行金融服务公司是华盛顿互惠银行的子公司。  2.[ADJ](javascript:;)If something is subsidiary, it is less important than something else with which it is connected. 辅助的  •  The marketing department has always played a subsidiary role to the sales department.   营销部一直都扮演着销售部的辅助角色  pl: subsidiaries  [səb'sɪdɪə**rɪz**]  MEANINGS 义项  [C] a company that is owned or controlled by another larger company  子公司，附属公司  •a subsidiary of a US company 一家美国公司的子公司  •one of our Japanese subsidiaries 我们在日本的附属公司之一  V.S. **affiliate**: a company, organization etc that is connected with or controlled by a larger one支会；分社；子公司；附属机构). |
| Shortsighted V.S. longsighted  shortsighted /ˌʃɔːtˈsaɪtɪd/      1.  [ADJ](javascript:;)If someone is shortsighted about something, or if their ideas are shortsighted, they do not make proper or careful judgments about the future. 目光短浅的  •  Environmentalists fear that this is a shortsighted approach to the problem of global warming.   环境保护主义者们担心这会是解决全球变暖问题的一个目光短浅的方法。  2.  [ADJ](javascript:;)If you are shortsighted, you cannot see things properly when they are far away, because there is something wrong with your eyes. 近视的  •  As you get older, you may become long-sighted or shortsighted.   随着年龄的增长，你可能变得远视或近视。 |
| Expel 🡺 expulsion  expulsion /ɪkˈspʌlʃən/      |TEM8  1.  [N-VAR](javascript:;)Expulsion is when someone is forced to leave a school, university, or organization. 被开除  •  Her hatred of authority led to her expulsion from high school.   她对权威的憎恨导致了她从高中被开除。  2.  [N-VAR](javascript:;)Expulsion is when someone is forced to leave a place. 被逐出  •  ...the expulsion of Yemeni workers.   …也门工人的被逐出。  1.  the act of forcing someone to leave a place  驱逐，赶走  RELTD [EXPEL](file:///C:\Users\IBM_ADMIN\AppData\Local\Youdao\Dict\Application\7.5.2.0\resultui\dict\result.html?keyword=expel)  [+ of]  •the expulsion of the protesters 驱逐抗议者  [+ from]  •his expulsion from the Soviet Union in 1964 1964年他被苏联驱逐出境  2.  the act of stopping someone from going to the school where they were studying or from being part of the organization where they worked  开除，除名  RELTD [EXPEL](file:///C:\Users\IBM_ADMIN\AppData\Local\Youdao\Dict\Application\7.5.2.0\resultui\dict\result.html?keyword=expel)  •The headmaster threatened the boys with expulsion. 校长警告这几名男生说要开除他们。  [+ of]  •the expulsion from the party of its former leader 前任领导人被开除出党  3.  the act of forcing air, water, gas etc out of something  〔空气、水、气体等的〕排出 |
| Culprit: the person who is guilty of a crime or doing something wrong罪犯；作错事的人 /造成破坏[问题]的人  🡺perpetrator ['pɜːpɪtreɪtə] someone who does something morally wrong or illegal作恶者；犯罪者  🡺 culpable /ˈkʌlpəbəl/ 作错事的, 要受到处罚的，难辞其咎的  DERIVATIVE 派生词: culpably adv; culpability n /͵kʌlpəˋbɪlətɪ ; ‚kʌlpə'bɪlɪti,‚kʌlpə'bɪləti / [U]  1.[ADJ](javascript:;)If someone or their conduct is culpable, they are responsible for something wrong or bad that has happened. 难辞其咎的  •  Their decision to do nothing makes them culpable.   他们不采取行动的决定使他们难辞其咎。  •  ...manslaughter resulting from culpable negligence.   ...由疏忽导致的过失杀人罪应受到处罚。  2. [N-UNCOUNT](javascript:;)  •  He added there was clear culpability on the part of the government.   他补充说政府方面明显负有责任。   ['kʌlpəb ə l]  MEANINGS 义项  1.  formal deserving blame  应受谴责[处罚]的  [THESAURUS](javascript:;)  [GUILTY](file:///C:\Users\IBM_ADMIN\AppData\Local\Youdao\Dict\Application\7.5.2.0\resultui\dict\?keyword=guilty)  •Both parties were held to be to some extent culpable. 双方都被追究了一定的责任。  2.  law a culpable action is one that is considered criminal  〔行为〕有罪的  culpable homicide/negligence etc  •He pleaded guilty to culpable homicide. 他承认犯有谋杀罪。 |
| I'll take questions now.我现在可以回答你们的问题了  e.g. OK, it’s Q&A time. I’ll take questions now😊 |

## Lexical\_斜坡/坡度，倾斜度

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| slope, sloping position | Slope  1.[C] a piece of ground or a surface that slopes 斜坡，斜面  •a steep slope/ramp/incline/gradient  陡坡  •a gentle slope/ramp/incline/gradient 缓坡  •She looked back up the grassy slope. 她回头望了一眼那绿草如茵的坡地。  2.an area of steep ground covered with snow that people **ski** down滑雪斜坡  •We got to **the ski resort** on Friday, and hit the slopes (= skied on them ) the next day.第二天就上坡滑雪了。  e.g. Yongpyong, also known as one of the most famous **ski resorts** in Korea, stays open until 2:30 a.m. It has 28 **slopes**滑雪斜坡 and 14 cable lifts 索道. Korean hip-hop music blasts from the speakers as snowboarders, decked out in neon from head to toe, cruise by on a **slope**滑雪斜坡 as busy and bustling as a street in downtown Seoul.  3.[singular,单数] the angle at which something slopes in relation to a flat surface 斜度，坡度  •a slope of 30 degrees = a gradient of 30 degrees? 30˚ 的坡度  4. adj) a sloping surface; a sloping position  V)  1. if the ground or a surface slopes, it is higher at one end than the other 倾斜，成斜坡  [+ up/down/away etc]  •a pleasant garden that slopes down to the river 一座向河边倾斜的宜人花园  **🡺〔尤指为了逃避工作〕悄悄离开，溜掉 slope off ( a phrasal verb):** to leave somewhere quietly and secretly, especially when you are avoiding work.  e.g. Mike sloped off early today. 迈克今天提早溜了。  **🡺[ 一发不可收拾的事情 (开始了就停止不了的事情); 不可逆事件a slippery slope]** a **course of action** which, once started, is difficult to stop or reverse, and normally leads to a trouble or terrible result or dare consequences ]  **//”a course of action” is something to do in response to a situation.**  E.g. **Genetic engineering** is untested technology, which means that might be some unexpected risks potentially. Therefore, I'd warn against **taking a leap into the unknown盲目从事**. Manipulating DNA for our benefits is really **playing God为所欲为的做事情**, which might come back to **haunt us (晚一些，会导致消极的结果**). Imagine that we genetically engineer some crops or animial, and changes lead to undesirable results. Those changes might be impossible to reverse. In other words, i**t's a slippery slope一发不可收拾**, with serious consequences. Once we start makeing chnages to human DNA, who knows what terrible results it could have on our health in the future? (=> an rhetoric 'retərɪk] question反问句） |
| gradient | gradient /ˈɡreɪdɪənt/   1. [N-COUNT](javascript:;)A gradient is a slope, or the degree to which the ground slopes especially in a road or railway **〔尤指道路或铁路的〕**斜坡，坡度   •a steep slope/ramp/incline/gradient  陡坡  •a gentle slope/ramp/incline/gradient 缓坡   1. (color)[渐变](javascript:;) 主要介绍颜色渐变的公式和步骤 均匀渐变渐变(Gradient)是美学中一条重要的形式美法则,与其相对应的是突变。形状. |
| Ramp | [ræmp]  ramp V.S. revamp ( a system/company image/product)   1. **人造的（建筑物的）**斜坡/坡道Ramp is a slope/incline/gradient that has been built by human to connect two places that are at different levels; A ramp is a sloping surface between two places that are at different levels. 斜坡   •  Lillian was coming down the **ramp** from the museum.  莉莲正从博物馆沿着 斜坡 走下来。  •  **Ramps** are needed at exits and entrances for wheelchair users. 出入口处需有 坡道 供坐轮椅者使用  • a steep slope/ramp/incline/gradient  陡坡  • a gentle slope/ramp/incline/gradient 缓坡   1. Ramp is a road for driving onto or off a large main road〔进出主干道的〕支路，岔道，匝道   •Take the Lake Drive ramp at Charles Street. 到查尔斯街时上湖滨大道支路。  off-/on-ramp  •They missed the off-ramp to Manhattan. 他们错过了去曼哈顿的出口匝道。  ramp 2   v.  英  PHRVB 短语动词  ramp sth ←→ upphr v  to try to persuade people that a company’s share s are worth more than they really are  哄抬〔股价〕  [ [ramp up](file:///C:\Users\IBM_ADMIN\AppData\Local\Youdao\Dict\Application\7.5.2.0\resultui\dict\result.html?keyword=ramp%20up&lang=en)倾斜升温（每单位时间之温度上升）；产能提升；斜升]  •To ramp up a share price during a takeover bid is unacceptable. 在要约收购期间抬高股价是不可接受的。  if a company ramps up an activity, it increases it  提高，使增加  •Producers can quickly ramp up production. 厂商可以迅速增加产量。  //V.S. **revamp sth ( revamp a system; revamp the company image; revamp the product):** If someone revamps something, they make changes to it in order to try and improve it. 修改; 改进  •  All the country's political parties have accepted that it is time to revamp the system.   这个国家的所有政党都认可现在是 改进这一体制 的时候了 |
| Incline, inclination | 英 [ɪn'klaɪn]  MEANINGS 义项  1.  [T] formal if a situation, fact etc inclines you to do or think something, it influences you towards a particular action or opinion  使倾向于〔某种行动或观点〕  incline sb to do sth  •The accident inclined him to reconsider his career. 这次意外使他重新考虑他的职业。  2.  [I] formal to think that a particular belief or opinion is most likely to be correct  倾向于〔认为某个信念或观点是正确的〕  incline to do sth  •I incline to accept the official version of events. 我倾向于接受官方对这些事件的说法。  [+ to/towards]  •I incline to the opinion that this principle extends to cases of religious discrimination. 我倾向于认为这一原则也适用于宗教歧视的情况。  3.  [I,T] to slope at a particular angle, or to make something do this  (使)有斜度，(使)倾斜  •The telescope is inclined at an angle of 43 degrees. 这架望远镜以43度角倾斜。  1.  [N-COUNT](javascript:;)An incline is land that slopes at an angle. 斜坡  •  He came to a halt at the edge of a steep incline.   他停步在一个陡坡的边上。  2.  [V-T](javascript:;)If you incline your head, you bend your neck so that your head is leaning forward. 点 (头)  •  Jack inclined his head very slightly.   杰克微微点了点头。  3.  [V-T](javascript:;)If you incline to think or act in a particular way, or if something inclines you to it, you are likely to think or act in that way. 使倾向于; 使有意于  •  ...the factors that incline us toward particular beliefs.   …使我们倾向于特定信念的种种因素。  •  Those who fail incline to blame the world for their failure.   那些失败者往往会将其失败归咎于社会  in‧cline 2   /'ɪnklaɪn,ˋɪnklaɪn/ n. [C ] [AC](javascript:;)  英 ['ɪnklaɪn]  MEANINGS 义项  Incline = a slope/ramp斜坡 e.g. •a steep incline/slope/ramp 陡坡  Incline= gradient斜度  🡺inclination  1.  [C,U] a feeling that makes you want to do something  意向；倾向  •My natural inclination was to say no. 我生性爱说“不”。  inclination to do sth  •Neither of my children showed the slightest inclination to follow me into journalism. 我的两个孩子一点都没表现出要随我从事新闻业的意愿。  •Teachers simply do not have the time or the inclination to investigate these matters. 老师们根本没有时间、也无意调查这些事。  2.  [C,U] a tendency to think or behave in a particular way  〔思想或行为的〕倾向  inclination to do sth  •an inclination to see everything in political terms 从政治角度看待一切事物的倾向  [+ to/towards]  •She’s troubled by her son’s inclination toward atheism. 她因为儿子的无神论倾向而感到困扰。  by inclination  •Bart was a romantic by inclination. 巴特生性浪漫。  3.  [C] a movement made down towards the ground  倾斜；弯腰；点头  •She greeted Maggie with an inclination of the head. 她向玛吉点头打招呼  e.g. "You tend to (have inclination有趋势) get a bit reckless(e.g. reckless driver) if you see a little bit of success. You can get cocky/arrogant/big-headed or complacent/smug(自鸣得意的，沾沾自喜的〔含贬义〕) and I think it's when people get the head rush and lose that clinical or rational assessment, that's when people make mistakes."  e.g. I have intentional tendency/inclination to alienate/estrange myself from him, who is such as nuisance. 我故意倾向疏远他 |
| tile | /tɪlt/ tilt    1.[V-T/V-I](javascript:;)If you tilt an object or if it tilts, it moves into **a sloping position** with one end or side higher than the other. 使倾斜; 倾斜 //slope, gradient, inclination  •  **She tilted the mirror** and began to comb her hair.  把镜子斜放  •  Leonard **tilted his chair** back on two legs and stretched his long body.  把他的椅子向后斜着  •  "The aircraft displayed uncontrolled movement during landing. The alignment wasn't right; **it was tilted** on one side."  2. [V-T](javascript:;)If you **tilt part of your body**, usually your head, you move it slightly upward or to one side. 使 (常指头部) 侧倾; 使微仰  •  Mary **tilted her head back** so that she could look at him. 把头向后仰了仰，以便能看着他。  •  His wife **tilted his head to the side** and **stitched his wound**.  把他的头侧向一边，然后给伤口缝合。  3.[N-COUNT](javascript:;)Tilt is also a noun. 倾斜  •  He opened the rear door for me with **a tilt of his head.**  他歪着头为我打开了后门。  4.[N-COUNT](javascript:;)The tilt of something is the fact that it tilts or slopes, or the angle at which it tilts or slopes. 倾斜; 倾斜度  •  ...calculations based on our understanding of the tilt of the Earth's axis.  …基于我们对地球轴线倾斜度的理解的计算。  5.  [N](javascript:;)an awning or canopy, usually of canvas, for a boat, booth, etc 罩棚  6.  [V](javascript:;)to cover or provide with a tilt 罩上  7.  [V-I](javascript:;)If a person or thing tilts toward a particular opinion or if something tilts them toward it, they change slightly so that they become more in agreement with that opinion or position. 倾向  •  Political will might finally tilt toward some sort of national health plan.   政治意愿可能最终会倾向于某种全民医疗方案  1.  to move a part of your body, especially your head or chin, upwards or to the side  （使）〔头、下巴等〕倾斜，（使）倾侧  [SYN](javascript:;) TIP  •My mother tilted her head and smiled. 我妈妈歪着头笑了。  •Ned’s mouth tilted upwards slightly at the corners. 内德的嘴角微微翘起。  2.  to move or make something move into a position where one side is higher than the other  （使）〔物体〕倾斜  [SYN](javascript:;) TIP  •As it came in to land, the plane tilted sideways. 飞机降落时有点侧偏。  •The man was tilting his chair back. 那男人往后翘着椅子。  3.  if an opinion or situation tilts, or if something tilts it, it changes so that people start to prefer one person, belief, or action to others  （使）倾向于，（使）偏向于  •Crisis situations tend to tilt the balance of power in favour of the president. 危急形势总是会把权力天平倾向于总统。  [+ toward/towards]  •Government tax policy has tilted toward industrial development. 政府的税收政策已经向工业发展倾斜。  PHRVB 短语动词  tilt at sb/sthphr v  to attack someone in what you say or write  抨击〔某人〕  tilt at windmills to waste time and energy attacking an enemy that is not real  攻击幻想的敌人，庸人自扰  tilt 2   n.  英  MEANINGS 义项  1.  (at) full tilt  as fast as possible  全速地  •He charged full tilt down the slope. 他全速冲下斜坡。  2.  [C,U] a movement or position in which one side of something is higher than the other  倾斜，倾侧  •a slight tilt of the head 头的微侧  3.  [C] a preference for one person, belief, or action over others  〔对某人、某信仰或某行为的〕倾向，偏向  [+ toward/towards]  •the recent tilt toward the Democrats 最近向民主党倾斜的民意 |

## Part 1)Plan a presentation

## Update on a business situation

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| Here is some language you might need when giving an update on a business situation. | |
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| I will **update you** as soon as I know. / I will **keep you informed/posted** as soon as I know. |  |
| We are going to **merge** with Smoot Inc.  The two companies will **merge**.  Will there be a **merger** between the two companies? |  |
| Our **acquisition** of Hawley and Smith is going well.  The parent company will **acquire** Smoot Inc.. After the **acquisition**, the parent company will fully **take the helm of** both and Smoot Inc. will be a **subsidiary[səb'sɪdɪərɪ]/affiliate子公司.**  TLG is a **subsidiary[səb'sɪdɪərɪ]/affiliate** of Mox Inc. Mox Inc. is the **parent company.** |  |
| We have three **new hires**. The most important is the new COO.  Is he the **new hire**?  The company is going to **hire** more employees. |  |

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| Sales are poor in our African **markets**. We'll be closing one of our offices.  We need to find a new way to **market the product**, like making ad campaigns.  Brazil is our biggest, most profitable market. |  |

## Grammar:“The number of xxx” V.S. “A number of xxx”

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| Use **a number of +** plural noun **+** plural verb for an inexact quantity. Notice that the indefinite article (**a**) is used because the quantity isn't known. “a number of xxx” = several xxx | | |
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|  | **A number of companies have** merged lately. |  |
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| --- | --- | --- |
|  | **A number of the projectors are** broken. |  |
| Use **the number of +** plural noun **+** singular verb for a specific amount. The definite article (**the**) is used here because the quantity is known. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **The number of people** in that company **is** tremendous. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **The number of** our subsidiaries **has** increased to 15. |  |

|  |  |  |
| --- | --- | --- |
| Here are some other ways to talk about numbers of things. Notice that these expressions are all followed by a singular verb. | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Each of** my colleagues **has** a different opinion regarding the merger. |  |
|  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Every one of** the board members **was** happy with the acquisition. | |  | |
|  | |  | |  |

|  |  |  |
| --- | --- | --- |
|  | **One of** my colleagues **has** quit, **another is** thinking about it.  **One** of the board members **is** unhappy with the acquisition. |  |

## Outline your presentation (the skeleton of presentation)

// skeleton is an **outline** or a **sketch or delineation[dɪ,lɪnɪ'eɪʃ(ə)n]** 提纲轮廓或**梗概(**框架；梗概**)** , consists of the most important parts of something, to which more detail can be added later. eg Here comes **a skeleton/sketch of my proposal.**

The key to writing an **outline** (skeleton) is to keep it short, concise, and coherent.

1. A brief introduction
2. After a brief introduction, write the **main points (gist[dʒɪst])** in the body.
3. In the conclusion(to sum up), give a **summary** (summary) of your information, and then
4. List any **next steps** to follow

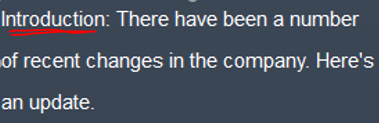
## e.g. My presentation outline/skeleton

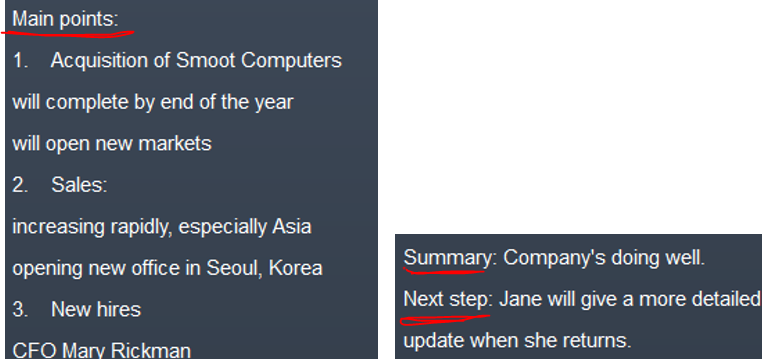
|  |
| --- |
| Introduction: There have been a number of recent changes in the company. Here's an update.  Main points:  1. Acquisition of Sistronicks Computers   * will complete by Aug. 16 * will help in African markets   2. New hires   * CFO Bob Barnett   3. Sales   * big increase in China * stable in Russia   Summary: Company is generally very healthy.  Next step: Review the CEO's monthly email for details. |

## Present about “My company update”

Your manager sent you an email, asking you to do the company update. In your own words, **write an outline for your presentation**. Your outline should include an introduction, the main points, a summary and next steps.

|  |
| --- |
| Company update  From:  jane.harmon@bigcompany.com  To:  efstudent@bigcompany.com  I'm really sorry, but I'll be gone tomorrow. Can you give the company update in the meeting? You just have to cover the following three points.  First, inform them of our recent acquisition of Smoot Computers. We expect this to open new markets for us. Also, the acquisition should be completed by the end of the year. Second, let them know our sales are increasing rapidly, especially in Asia, and that we're opening a new office in Seoul, Korea. Finally, make sure they know we've hired Mary Rickman as our new CFO. Tell them she starts next week. Make sure they understand that this is all good news. We're doing very well! Oh, yes – and tell everyone they can expect a more detailed update from me when I return.  Thanks!  Jane |





# STOP my study

## Part 2)Open a presentation

**Ref: Meetings > open a meeting**

## Tips/Pointers for opening a presentation

|  |
| --- |
|  |
| https://cns2.ef-cdn.com/Juno/14/06/55/v/140655/GE_10.4.1.3.2_presentation.jpgThe opening, or introduction, of your presentation is the most important part. Use these **pointers/tips** to help you deliver a successful opening.  **// a pointer: is a useful piece of advice or information that helps you to do or understand something 提示；忠告；点子**   * First, **welcome your audience.** Thank them for coming. * Then **get people's attention**. Present an interesting fact or statistic, something that introduces your topic to the audience, and gets them thinking. * **Offer people a 'map (like the agenda of a meeting = outline/skeleton)' of your presentation**. Your opening should summarize what you will talk about first, second, third, and so on. * **Then give your audience the rules for questions.** Tell them if they can ask questions at any time or whether they should wait until the end. It's your choice. * **Last but not least, practice/rehearse** your opening until it's perfect. |

Example: Open my presentation

##**Welcome your audience**



## **Get people's attention**.







**## Offer people a 'map (like the agenda of a meeting = outline/skeleton)' of your presentation**.

* 
* 
*   

**## give your audience the rules for questions**



Tracy’s asking a qustion : 

That’s a good point, Tracy.





## ## Welcome/Greet your audiences

|  |  |  |
| --- | --- | --- |
| **Greeting your audience** | | |
| At the beginning of your opening, greet your audience and thank them for coming. | | |
|  | |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | Good morning. Thank you all for coming today. |  |

## ## Grab audiences’ attention

|  |  |  |
| --- | --- | --- |
| Use these expressions to get your audience's attention and then give details of exactly what you'll talk about. | | |
|  | |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | I know that you're all anxious to know about our acquisition of DPXG. **I have some news.** |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | I'll **start by/begin by** giving an update. **Then** I'm going to introduce our new CEO. **Finally,** I'll be talking about our changing product line. |  |

I know that you're all anxious to sth. I'll give you what I can today

I know all of you are very interested in xxx. I'll give you what I can today

## ## Provide a map of the presentation (outline/skeleton)

I'll **start by sth/kick off by sth**

Then/Next I'll talk about

And I'll **finish b**y talking about

Last but not least,

## ## Articulate rules for question time

Before you begin presenting your points, tell your audience how you want to handle questions.

 If you have questions, please just ask.

if you have questions, please just ask.

Please **hold all of your questions** until the end of the presentation. We’ll have 0.5hr Q&A session😊

If you have any questions, **feel free to ask them** at any time.

## Preview your main points

|  |  |  |
| --- | --- | --- |
|  | | |
| You can use a variety of future forms to preview your main points. | | |
|  | |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **I'll begin/start by/kick off by giving** a general update. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **I'm going to** finish by talking about new projects. |  |
|  |  |  |
| Forms with **-ing** can sound less definite and more friendly. For example, **I'll be discussing** sounds more relaxed than **I will discuss**. | | |
|  | |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **I'll be discussing** our acquisition of Smoot Hawley. |  |
|  |  |  |
| To tell your audience what you will not be covering in your presentation, use **won't** or **not going to**. Notice that after the negative, **any** is used rather than **some**. | | |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | However, I **won't** **have any** new financial information. |  |

## Part 3)Present your information





















**// Best of all,** [**最好的是**](javascript:;) **// a common vision**













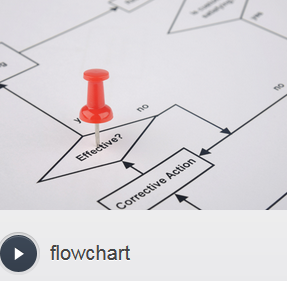


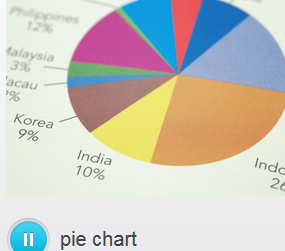
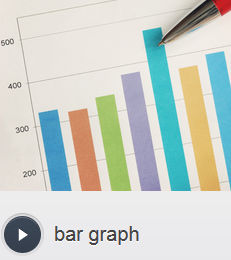


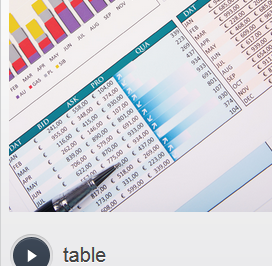
Wow, a dramatic difference.



## Visual aids used in your presentation (bar chart, pie chart, linear graph)

 **I’d like to draw your attention to the** <flowchart>. As you can see, xxx

  linear grah

 **I’d like to draw your attention to the** <table>. As you can see, xxx

## Transition to the next point过渡到下一个话题

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| Use expressions like these to transition from one point to the next during a presentation. | | | |
|  | |  |  |
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|  |  |  |  |
| --- | --- | --- | --- |
|  | The headquarters building is fairly old. **That brings me to my next point.**We're moving in July. **As you may know, xxx** |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Let's **move on to** the organizational flowchart. **As you can see,** xxx |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | I'd like to **draw your attention to** the third column in this table. **As you can see,** xxx |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | I want to **transition to** the next topic – payroll. **As you may know, xxx** |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Use expressions with **as you** to transition to a point that already may be obvious or clear. | | | | | | | |
|  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **As you may know,** Clark is leaving in November. | | | | |  |  |
|  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **As you can see** on this bar graph, sales are up, particularly in South America. | | | | |  |  |
|  |  | | | | |  |  |
| Use expressions like these to transition to a point that contrasts with a previous point: | | | | | | | |
|  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | We share **a common vision**. **However,** we have different strategies. | | | | |  |  |
|  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | The pie chart shows spending is down. **On the other hand,** you can see that sales have also decreased. //on the other hand不一定是“on the flip side 对立的“，也可以是“并行的事件” | | | | |  | |  |
|  | | | | | | |
| Use expressions like these to emphasize the importance of your next point: | | | | | | |
|  |  |  |  |  |  |  | |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Best of all最好的是,** the program allows us to reward our best salespeople. | | | | |  |  |
|  |  |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Worse yet**最糟糕的**是,** sales are down for the third straight month, three months **in a row连续三个月**. |  |  |

## Prepositions for trends

|  |  |  |  |
| --- | --- | --- | --- |
| Use **increase** or **decrease + by +** number to talk about a degree or amount of change. You can also say **rise by** or **fall by**. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Sales **rose by** **13 percent** last year. |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Spending **will decrease by** **$1.2 million** over the next five years. |  |  |
| Use **to +** number to talk about a change to a specific figure. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Inventory **increased to** **$200,000**. |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Unemployment **fell to** **7.3 percent**. |  |  |

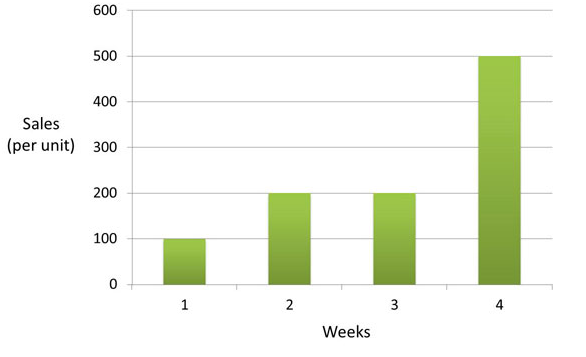
|  |  |  |  |
| --- | --- | --- | --- |
| Use **from +** number to identify a figure before it changed. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Inventory rose to $200,000 **from $187,000**. |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Unemployment decreased to 7.3 percent **from 7.5 percent**. |  |  |
| Use **remain steady + at** or **hold steady + at** to talk about a specific figure that hasn't changed. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Costs **remain steady at $6.8 million**. |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Sales **held steady at 370,000 units**. |  |  |

=>Week2-3: level out/off = stop increase or decrease, stay at a stable speed.

Preposition (by, from xxx to; to; at )

Sales look good. In general, we saw sales increase **by** 7 percent last month, **from** $5.6 billion **to** almost $6 billion. In the Americas, we saw $2.2 billion in sales. That's right – sales  rose **to**  $2.2 billion  from  $1.97 billion. That's nearly a 12 percent increase. But I'd also like to draw your attention to Europe, where sales  held  fairly steady  **at**  $1.1 billion.

## Part 4) Close a presentation

Ref) Meeting > close a meeting

|  |
| --- |
| **Use subheadings to understand a text**  A text usually has a **title** (title), but writers often add **subheadings** (subheadings) to organize the text and help readers understand the main ideas. Read the title and subheadings from a text that offers tips for giving presentations: |
| **Giving presentations** |
| Opening a presentation |
| Presenting the main body of information |
| Concluding a presentation |
| Now read this excerpt from the text. Think about a good subheading for this part of the text. |
| Don't just stare at your notebook – look around at the people in the audience. Emphasize your key points by saying them slowly and clearly. Emphasize key words by saying them more strongly than other words. |

|  |
| --- |
| **Presentation pointers/tips: conclusions**  The conclusion of your presentation is critical. It's your final chance to impress your audience and make sure they understand your key points, your most important ideas. Here are some pointers for a successful conclusion:  https://cns2.ef-cdn.com/Juno/14/06/56/v/140656/GE_10.4.3.2.2_presentation.jpg1. In the body of your presentation, you discussed your most important points in detail. In the conclusion, you should quickly summarize the main ideas. In a few sentences, remind your audience about the critical ideas, before you offer your final thoughts – your 'big finish.'  2. Perhaps you work for a market leader with a long history, and the company continues to increase its market share. You make a presentation to try to motivate your sales team. How can you summarize your critical points? Here's an example:  3. 'To summarize, our long history means that our customers trust us. As far as company growth, we have become the market leader in just three years. We can easily increase market share by 15 percent next year, but that's not good enough.'  4. After you summarize your key points, offer your audience something memorable that will motivate them. It should be something they will remember after your presentation. One good method is to give your audience a 'next step' or 'an action item'; that is, something that you want them to do. For example, if you want your sales team to start thinking about how to increase sales, you can say something like:  5. 'As next steps, I want you all to think of ways to increase sales. We will offer a $1,000 award for the most innovative idea.'  6. After that, ask your audience if they have any more questions. Finally, thank them for coming.  7. During your presentation, don't just stare at your notebook – look around at the people in the audience. Emphasize your key points by saying them slowly and clearly. Emphasize key words by saying them more strongly than other words, particularly during your big finish.  8. Finally, as with the other parts of your presentation, practice the conclusion several times until you can say it smoothly. Then give your presentation with confidence. |

## Summaries and conclusions总的来说

|  |  |  |  |
| --- | --- | --- | --- |
| Use these expressions to summarize your main points and conclude a presentation. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **To summarize/sum up总的来说,** we have a new CFO, sales are rising steadily and our merger with Smoot happens next month. |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **In conclusion总的来说,** because of rapidly increasing sales, we're opening 10 new offices.  **In conclusion**, we need to **cut back on/curtail** expenses. |  |  |

## Mention the “next steps” when closing a presentation

|  |  |  |  |
| --- | --- | --- | --- |
| Use the expressions below to communicate, answer questions and thank people for attending. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Next steps** for us all**are** **to** come up with ideas for improving morale. Email them to me. |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | I'll take questions now.我现在可以回答你们的问题了  e.g. OK, it’s Q&A time. I’ll take questions now😊/ |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Thank you all for coming today.  I appreciate all of you being here today. |  |  |

## Take questions now

I'll take questions now.我现在可以回答你们的问题了

e.g. OK, it’s Q&A time. I’ll take questions now😊/

|  |  |  |  |
| --- | --- | --- | --- |
| **Inviting questions** | | | |
| Use these expressions to encourage questions at the end of a presentation. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Are there any questions? Does anyone have any other questions? |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
| **Answering questions** | | | |
| To **acknowledge** someone with a question??, you can say their name. | | | |
|  |  |  |  |
|  |  |  |  |
|  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | A. Yes, Harry? |  |  |
| B. Are we going to have any team-building activities?  A. Good question. xxx |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Questions after a presentation** | | | |
| Use this expression to encourage follow-up questions after your presentation. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | If you think of other questions, just send me an email. |  |  |

Now read the discussion you just heard.

Move the text to the correct gaps.

MAN 1: So, are there any questions ? Yes, Marta?

WOMAN: Will the people from Sunset Computers be visiting us?

MAN 1:  Great question. Yes, two of their executive team will be here next week. Are there  any other questions ?

MAN 2: Uh, I have a question. Will we have any team-building activities while they're here?

MAN 1: Thanks for reminding me . Yes, we're going to have a company picnic next Friday. OK, so if you have any questions later, send me an email.  Thanks for coming today.

## Closing a presentation

You are giving a presentation to colleagues about your company's performance. In your introduction, you said that you would cover three points: sales, profits and costs. Now cover these three points and answer any questions

# Business English\_Presentation

<https://ec.ef.com.cn/school/studyunit#school/86107f1f-935f-4e94-b936-8f4807c8a9c8/86107f1f-935f-4e94-b936-8f4807c8a9c8/eeb3abb6-887a-41a9-89eb-b4f1583a0f35/d8237aff-3603-4ef9-bd94-306e0c7ac5e9>

# STOP Lexical resource

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | If you wish to hold a question and answer session, let the audience know when it's appropriate to ask questions.   |  | | --- | |  |  |  |  |  |  | | --- | --- | --- | --- | |  | * Any questions or any other business (AOB) * Does anyone have any questions? * I'll now **open the floor (//not “door”) for any questions** if you have. * If you have any questions, please raise your hand, and I'll answer them as best as I can.   e.g.   |  | | --- | | fire away: [V](javascript:;)to begin to speak or to ask questions 开始讲xxx; 开始问问题   * Guest speaker: (The guest speaker is to wrap up the presentation) Thank you **all** for coming. Any other questions/**I’ll now open the floor地板 for any questions if you have?** * Audience: Yes. Can I have one question.? * Guest speaker: **Fire away~(向我开火吧)你可以开始向我问问题：）** * Audience: Can I know what **motivated you to** invest in IBM even though IBM is right now **in a tight spot/in a predicament/in the pickle**处于困境? * Well, **that’s a good question. Thanks for bringing that up (谢谢你提出那样的问题)😊**. | |  | |
| 谢谢你提出那样的问题 | Before answering, you can give yourself more time to think by acknowledging their questions as useful.   |  | | --- | | Good question. That's a good question.  I'm really glad you asked that. Thanks for **bringing that up** (谢谢你提出那样的问题) . | |
| 〔同类中〕无与伦比的 | [ʌn'biːtəbəl]  unbeatable   1. something that is unbeatable is the best of its kind 〔同类中〕无与伦比的 unbeatable prices 价格最优惠的地毯 2. a team, player etc that is unbeatable cannot be defeated 打不垮的，无法击败的   e.g. But America has one great strength that no other country has yet to replicate: When it comes to innovation and its translation into things people want, America is **unbeatable**.  但美国有一个最大的优势是其他国家学不来的：当说到创意，和把创意转变成人们想要的东西时，美国是无与伦比的。 |
| 护城河，城壕 | [məʊt]  moat   1. a deep wide hole, usually filled with water, dug around a castle as a defence 护城河，城壕 2. a deep wide hole dug around an area used for animals in a zoo to stop them from escaping〔动物园为防止动物逃跑而在场地四周挖的〕深沟 |
| 和xxx 形成鲜明对比 | **[ 和xxx 形成鲜明对比: in stark contrast to sth; stand in stark contrast to sth ]**  e.g. In Brazil, I walked through the crowded impoverished/poor ‘favelas’ of Sao Paulo**, standing in stark contrast to (形成了鲜明的对比)** the rich neighborhoods just a few blocks away.  e.g In stark contrast to (形成鲜明对比) the claims in the literature and the media, we found very little evidence of thesuperiority of unconscious though for complex decisions. |
|  | Wra[p u]p  1. If you wrap up, you put warm clothes on. 裹上(暖和的衣服) e.g.  She **wrapped up her mother's red shawl**.   她 裹上了 <她母亲的红色披肩>。 E.g.  Kids just love being able to romp around in the fresh air without having to **wrap up warm (穿得太暖和).**  2. [[美国口语]](javascript:;)If you wrap up something such as a job or an agreement, you complete it in a satisfactory way. 使(meeting/presentation/report圆满)结束；胜利完成；最后达成；解决：2. 作总结性的声明；将…写成一条综合性报道：  e.g. **Before I wra[p u]p, I'd like to** **summarize/recap/walk you through/go over my main points.** 在我“结束<会议/presentation>之前，我想 简明扼要的总结下 xxx”  e.g.  NATO defense ministers **wrap up their meeting(结束了他们的会议)** in Brussels today. |
| 传播 (知识、消息等); 散布(消息) | diffuse /dɪˈfjuːz/, diffusion   1. [V-T/V-I](javascript:;)If something such as knowledge or information is diffused, or if it diffuses somewhere, it is spreading, scattering, or circulating and it’s made known over a wide area or to a lot of people. 传播 (知识、消息等); 散布(消息) **[ diffuse xxx knowledge; diffuse xxx technology, diffuse xxx information; diffuse xxx rumor/scandal ]**  e.g.  Over time, however**, this cutting-edge technology is diffused** and adopted by other countries.  这项**高尖端技术**在其它国家得以传播并使用。  E.g. ..to **diffuse new ideas** obtained from elsewhere.  …传播从别处获得的新思想。 2. [N-UNCOUNT：diffusion](javascript:;)(对知识、消息等的) 传播; 散布 the development and diffusion of ideas.   …思想的发展和传播; the development and diffusion of the TW practicse 3. [V-T](javascript:;)To diffuse a feeling, especially an undesirable one, means to cause it to weaken and lose its power to affect people. (使变弱)缓解; 消除(紧张局面) [**diffuse the tensions 缓解紧张局面; 　　　diffuse my nervous feeling: 缓解; 消除我的紧张; diffuse my anxiety: 缓解; 消除我的焦虑和不安]**  e.g. The presidents will meet to try and diffuse the tensions 缓解紧张局面between U.S. and DPRK   e.g. She recommends me to breathe deeply, which can help to **diffuse my nervous feeling缓解; 消除我的紧张**   1. 4.[V-T](javascript:;)If something diffuses light, it causes the light to spread weakly in different directions. 使 (光线变弱) 漫射 **[diffuse light使 (光线变弱) 漫射]**e.g.  Diffusing a light in different directions also reduces its power  使光线漫射也会减弱其能量。 2. To diffuse or be diffused through something means to move and spread through it. 扩散 e.g. It allows nicotine to diffuse slowly and steadily into the bloodstream.   它使尼古丁缓慢、稳步地扩散到血液当中。 3. [N-UNCOUNT](javascript:;)扩散   There are data on the rates of diffusion of molecules.   有一些关于分子的扩散速率的数据。   **Diffuse/z/ responsibility (分散责任)**by using 'we' ‘out’ rather than 'I', ‘my’ to suggest that the decision belongs to a group of people, rather than you alone. Also notice that we use 'can't' to suggest that it's impossible, rather than 'don't want to'. E.g.   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | | **I'm sorry, but** **we can't** accept that rate. //**use “we” to diffuse responsibilities分散责任** |  | | |  | |  |  | | |  | **Unfortunately**, that's out of **our** budget. //**use “our” to diffuse responsibilities分散责任** | | |  | |
|  | |  | | --- | | It's important to transition between the different parts of your presentation smoothly (改变话题). |  |  |  |  | | --- | --- | --- | |  | **Moving on 接下来呢xx,** have a look at our second main competitor. |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **Now, let's have a look at** our company's sales figures. |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **There is one more thing I'd like to talk about.** |  | |  |  |  |  |  |  | | --- | --- | |  | * **Let's change gears /[gɪə]/ (让我们改变话题)** and look at where we can improve. | |
|  | **Finish off V.S. start off:**   * **To finis[h o]ff**, I'll show you a preview of what's coming next. * To **star[t o]ff: Let’s get started (with sth); Let’s kick off (with sth)** |
|  | [ grow in popularity]  e.g. Good evening, ladies and gentlemen, and thank you all for being here. **Our guest speaker Kim Xu from IBM is an expert in the field of** marketing and today, she is going to share with us her knowledge of how online advertising can enable our organization to grow in popularity. **Please help me give a warm welcome to** Kim Xu! |
|  | recap /ˈriːˌkæp/  (recappingrecappedrecaps)   1. [V-T/V-I](javascript:;)You can say that you are going to recap when you want to draw people's attention to the fact that you are going to repeat the main points of an explanation, argument, or description, as a summary of it. 概括   e.g   **Can you recap the points** included in the proposal?   你能概括一下这个提议中包括的要点吗？  e.g. **Before I wra[p u]p, I'd like to** **summarize/recap/walk you through/go over my main points.** 在我“结束<会议/presentation>之前，我想 简明扼要的总结下 xxx”  E.G. Before I wrap up, l**et me recap the main points** in our today’s meeting: first, second, last but not least, finally   1. [N-SING](javascript:;)Recap is also a noun. 概要 e.g.   Each report starts with a **recap** of how we did versus our projections.  每一份报道都以一个概要开头，讲述和预期相比我们的表现如何。 |
|  | ['saɪnpəʊst]  signpost V.S. lamppost路灯   * Signpost is a sign at the side of a road showing directions and distances路标(指明方向和距离) e.g. Just follow the **signposts** to the city centre. 就按 **路标** 所指的方向去市中心。 * signpost is something (like in the email, during the presentation) that helps you understand how something is organized, where to go, or what will follow – used especially in news reports, in email, in article线索，迹象，征兆〔尤用于新闻报道〕 e.g. As yet, there are few signposts pointing to success. 到目前为止，几乎未见成功的迹象   1) Like in **emails**, we have **opening and closing signposts** to indicate readers where they are in the context.   |  |  | | --- | --- | | Signposts in email |  | | Opening **signpost** | |  | | --- | | The first thing we do in a business email is to address and **greet the reader**. You can use **dear** to sound both friendly and formal. | |  | | **Dear** Ms. Clark, => to greet the reader | | | It's good to be straightforward with why you're writing this email. You can use **in reference to** and **regarding** to introduce the topic/aim of the email.  [**In reference to/Regarding** your inquiry/requests, I’m writing (on behalf of sb.) to inform you xxxx] | | Signposts for giving core info |  | | Closing **signpost** | |  | | --- | | Use this common phrase to politely ask the reader to reply. | | * I look forward to **talking** to you soon. * I look forward to **hearing** from you. | | | Below are two polite phrases to close the email before signing your name. [Best regards, Kindest regards,] |   2)In a **presentation**, we have the following **opening and closing signposts** to indicate audiences where they are in the context. |
|  |  |
|  |  |

# Part1 Presentation

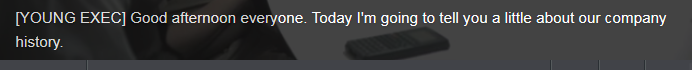
## Not mp3) Give a presentation





( his rehearsal)







* 





* Tell them the details per your line graph, blar, blar





* 







And that’s it.

Which phrases does Mark use to ask his audience to look at the graph?



# Part2 Open a presentation

## Structure of “opening a presentation”

* Greeting and introduction (Host and guest speaker)
* Continues the presentation, telling the audience a bit more about online marketing. => Use presentation “hooks” to grab the audience’s attention
* Outline the presentation, like “My presentation today is split into xxx parts. Firstly, secondly, xx”

## Example of “opening a presentation”

|  |  |
| --- | --- |
| Greeting and introduction (Host and guest speaker) | Jack Zhu: Good evening, ladies and gentlemen, and thank you all for being here. **Our guest speaker Kim Xu from IBM is an expert in the field of** marketing and today, she is going to share with us her knowledge of how online advertising can enable our organization to **grow in popularity**. **Please help me give a warm welcome to Kim Xu**!  Kim Xu: Thank you. Thanks a lot **for having me here**. So, **for those of you who don't know me, my name's** Kim Xu, and **I've been working in the marketing sector for over** 15 years in IBM. |
| Continues the presentation, telling the audience a bit more about online marketing. => Use presentation “hooks” to grab the audience’s attention  Think how she can grab the audience’s attention. | Well, **I’m not sure whether any of you know that, but** IBM really tided over big thorny **predicaments** and went through two giant revolutions during that time. And it’s my honor that **I've witnessed the whole journey**. |
| Outline the presentation | Well, generally, my presentation today is split into <number> parts: //by using “signposts” to give ur audiences the hint about what’s coming next.   * Firstly, * Secondly, * Last but not least, * Finally, **to wra[p u]p/to finish off,** I’d like to host a Q&A session. |
| …接下来，就是正式开始 presentation, like “Ok, to kick off, I’d like to introduce xxx” | //by using “signposts” to give ur audiences the hint about what’s coming next. |

## Not mp3)

SPEAKER 1: Good evening, ladies and gentlemen, and thank you all for being here. **Our guest speaker Kim Xu from IBM is an expert in the field of** marketing and today, she is going to share with us her knowledge of how online advertising can enable our organization to **grow in popularity**. **Please help me give a warm welcome to** Kim Xu!

Kim Xu: Thank you. Thanks a lot **for having me here**. So, **for those of you who don't know me, my name's** Kim Xu, and **I've been working in the marketing sector for over** 15 years in IBM. During that time, **I've witnessed lots of changes in the way** organizations advertise themselves.

## Greeting and introduction for opening a presentation

When introducing **a guest speaker** in a presentation, you should talk about who he or she is, and what the content of the presentation will be.

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
|  | **Our guest speaker is an expert in**the field of marketing. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **She's** **going to share with us**her knowledge of online advertising**.** |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Please help me give a warm welcome to** Sarah Andrews. |  |

When introducing yourself, you can use these phrases to give your name and your professional background.

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
|  | **For those of you who don't know me, my name's** Sarah Andrews. |  |
|  |  |  |

|  |  |
| --- | --- |
|  | **I've been working in** the marketing sector for over 15 years. |

## Not mp3) Grab the audience's attention



Sarah continues the presentation, telling the audience a bit more about online marketing. Think how she can grab the audience’s attention.

## “Presentation hooks”: for engaging audiences at the beginning of the presentation

A **hook** is a tactic/strategy, often used to engage/involve the audience at the beginning of a presentation. This is usually **a surprising or interesting story or fact** that will get/grab your audience's attention. Use the following phrases to introduce your **hook**.

|  |  |  |
| --- | --- | --- |
| Type of hook | **“hooks” used to engage/involve audiences at the beginning of your presentation** | Intonation |
| Introduce an interesting story | * **Here's an interesting fact:** since last year, there has been a 15 percent increase in online marketing. * **Here's an interesting fact** : people are three times as likely to respond positively to ads featuring animals. * **Here's an interesting fact**: we were founded in Spain | =>increasing intonation |
| Describe a fact | **[ I'm not sure if any of you know this, but  xxxx ]**  **I'm not sure if any of you know this, but** the company, Ericsson, was actually founded in Sweden.  **I'm not sure if you know this, but** smells play a big role in customer behavior.  **I'm not sure if any of you know this, but** it's a fact | =>increasing intonation |
| Introduce a surprising story | **Did you know that** there are 50 other local companies in competition with us?  **Did you know that** the company is almost 200 years old?  **Did you know that** we have over 5,000 employees? | =>increasing intonation |

## Outlining a presentation

## Not mp3)



The presentation continues, and Sarah is talking about what she'll cover in the speech.

## **Outline/Overview your presentation**

It's a good idea to give your audience an overview of your **presentation in the form of an outline.** Here are some words and phrases you can use to talk about the beginning of the presentation.

|  |  |
| --- | --- |
| The outline of my presentation: (like the meeting agenda) is split into <three> parts: | |
| Firstly | |  |  |  | | --- | --- | --- | |  | **First**, I'll talk about our company's history. |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **Firstly**, I'd like to **go over/review** how our company began. |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **To begin with,** we'll look at the state of the industry 20 years ago.  = **Let’s get started with** the state of the industry 20 years ago. |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **To start off,** I'll talk about the origins of our company. **//To finish off**  **To kick off,** I'll talk about the origins of our company.  //In a meeting: Let’s get started (with sth) = Let’s kick off (with sth) |  | |
| Secondly/Next/After that/Then, | |  |  |  | | --- | --- | --- | |  | To describe the middle of your presentation, use the following highlighted expressions  **Next**, I'll talk about our current projects. |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **After that**, we'll look at the biggest issues we're facing now. |  | |  |  |  |  |  |  | | --- | --- | |  | **Then**, I'll explain what we're doing now. | |
| Last but not least, xxx | **Last but not least**, I’d like to talk about xxx |
| End your presentation | For describing the end of a presentation, you can use these highlighted words and phrases.   |  |  |  | | --- | --- | --- | |  | **To wrap up**, we'll look at possible solutions.  To summarize, xxx  To sum up, xxx |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **To conclude**, I'll hold a Q and A session. |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **To finish off**, I'll show you a preview of what's coming next. //**To start off** |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | **Finally**, we'll look at what we plan to do in the near future. |  | |

## Writing

You're asked to prepare the script for **the opening of a presentation** about your company. Write the script based on the email. Include a self-introduction, hook and outline (of the presentation)

|  |
| --- |
| Upcoming presentation  From  B. Cairn  Hi,  As you know, we're planning a presentation to introduce our company to potential clients. Can you please prepare a script for the presentation?  You can start with just the opening for now. The presentation will be about:   1. how our company started, 2. the changes that have occurred in the past few years, 3. and our plans for the future.   here possible, try to include **interesting facts** about the company. For example, most people know us as a finance company, but a lot of people don't know that we actually started out in the travel industry. And remember to introduce yourself, since there will be a lot of unfamiliar faces in the audience.  Could you please send me the draft by the end of the week?  Thanks.  S. Lawson |

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
|  | **Opening of the presentation 1** | **Opening of the presentation 2** |
| Greeting and introduction (Host and guest speaker) | Jack Zhu: Good evening, ladies and gentlemen, and thank you all for being here. **Our guest speaker Kim Xu from IBM is an expert in the field of** marketing and today, she is going to share with us her knowledge of how online advertising can enable our organization to **grow in popularity**. **Please help me give a warm welcome to Kim Xu**!  Kim Xu: Thank you. Thanks a lot **for having me here**. So, **for those of you who don't know me, my name's** Kim Xu, and **I've been working in the marketing sector for over** 15 years in IBM. |  |
| Continues the presentation, telling the audience a bit more about online marketing. => Use presentation “hooks” to grab the audience’s attention  Think how she can grab the audience’s attention. | Well, **I’m not sure whether any of you know that, but** IBM really tided over big thorny **predicaments** and went through two giant revolutions during that time. And it’s my honor that **I've witnessed the whole journey**. | industry. |
| Outline the presentation | Well, generally, my presentation today is split into <number> parts: // by using “signposts” to give ur audiences the hint about what’s coming next.   * Firstly, * Secondly * Last but not least, * Finally, **to wra[p u]p/to finish off,** I’d like to | Well, generally, my presentation today is split into <number> parts |
| …接下来，就是正式开始 presentation, like “Ok, to kick off, blar blar” | by using “signposts” to give ur audiences the hint about what’s coming next. |  |

# Part3 Signpost during a presentation

## Not mp3)



## Signpost during a presentation

['saɪnpəʊst] signpost V.S. lamppost路灯

* Signpost is a sign at the side of a road showing directions and distances路标(指明方向和距离) e.g. Just follow the **signposts** to the city centre. 就按 **路标** 所指的方向去市中心。
* signpost is something (like in the email, during the presentation) that helps you understand how something is organized, where to go, or what will follow – used especially in news reports, in email, in presenation, in article线索，迹象，征兆〔尤用于新闻报道〕

## Signposts when writing an email

Like in **emails**, we have **opening and closing signposts** to indicate readers where they are in the context.

|  |  |
| --- | --- |
| Signposts in email |  |
| Opening **signpost** | |  | | --- | | The first thing we do in a business email is to address and **greet the reader**. You can use **dear** to sound both friendly and formal. | |  | | **Dear** Ms. Clark, => to greet the reader | |
| It's good to be straightforward with why you're writing this email. You can use **in reference to** and **regarding** to introduce the topic/aim of the email.  [ **In reference to/Regarding** your inquiry/requests, I’m writing (on behalf of sb.) to inform you xxxx] |
| **Signposts** for giving core info |  |
| Closing **signpost** | |  | | --- | | Use this common phrase to politely ask the reader to reply. | | * I look forward to **talking** to you soon. * I look forward to **hearing** from you. | |
| Below are two polite phrases to close the email before signing your name. [Best regards, Kindest regards,] |

## Signposts during a presentation

Signposting means using phrases that give the audience the hint for what is coming next. You can use these phrases to signpost the beginning of the presentation or a section of it.

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
|  | **To kick off**, our company was founded in 1998. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Let's begin by looking** at our competitors' figures.   * **Let’s begin by doing** sth * **Let’s get started (with <a noun>)** |  |

This highlighted phrase can be used to signal the end of the presentation or a section of it.

|  |
| --- |
|  |

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| --- | --- | --- |
|  | **That concludes** the main part of my presentation. |  |

 Signposting the outline of a presentation is also very common.

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| --- | --- | --- |
|  | **First**, I'm going to give a brief history of our company.  First, I'm going to talk about our company history. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Then**, I'm going to compare our growth with that of our **competitors**/**rivals**.  T hen, we'll look at our competitors' performance.  **Last but not least,** xxx |  |
|  |  |  |

|  |  |
| --- | --- |
|  | **Finally**, we'll look at what the future holds for our company. |

E.g.

1. **First** , I'm going to begin the main part of my presentation by giving a brief history of Easycall, our company. **Then** , I'm going to compare the growth of our company over the last five years with that of our two main competitors.

So**, to kick off**, (I’m not sure whether any of you know that, but) our company was technically founded in 1998.

 2. Now, about our competitors. **Let's begin by** looking at their figures. If I could **draw your attention to the pie chart** on the screen?

3. That **concludes** the main part of my presentation.

## Referring to visual aids during presentation

You will likely use **visual aids** during a presentation, such as slide shows, graphs or handouts. Use these phrases to draw the audience's attention to the visual aids.

**Let's begin by** looking at their figures. If I could **draw your attention to the pie chart** on the screen?

|  |  |  |
| --- | --- | --- |
|  | **As you can see**, sales have grown steadily.  **As you can see** , we did very well last year in terms of profits. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **If I can draw your attention to** the line graph.  **If I can draw your attention to this graph**, you'll see our revenue for last quarter. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Notice** **that** sales have dropped steadily over the last five years.  **Notice that** our competitor's sales have been leveling off |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Have a look at** the pie chart.  **Have a look** at chart number two. |  |
|  |  |  |

|  |  |
| --- | --- |
|  | **Let's begin by looking at** last year's sales. |

## Not mp3 Move on during the presentation



## Moving on to the next topic during the presentation

It's important to transition between the different parts of your presentation smoothly (改变话题). You can do so using the following phrases.

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
|  | **Moving on 接下来呢xx**, have a look at our second main competitor. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Now, let's have a look at** our company's sales figures. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **There is one more thing I'd like to talk about.** |  |
|  |  |  |

|  |  |
| --- | --- |
|  | **Let's change gears/[gɪə]/ (让我们改变话题)** and look at where we can improve. |

## Not mp3) Presenting a company

You're rehearsing with a colleague an upcoming presentation on your company's history.

# Part4 Conclude/Wrap up/finish off/finalize a presentation

## Not mp3) Summarizing and recapping



## Conclude/Wrap up/finish off your presentation

It's a good idea to end your presentation by summarizing what was covered. Here are some phrases to signal to the audience that you're about to recap the presentation.

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
|  | * **Before I wra[p u]p, I'd like to** **summarize/recap/walk you through/go over my main points.** 在我“结束<会议/presentation>之前，我想 简明扼要的总结下 xxx” |  |
|  | * So, **to recap**, here are my main points * **Before I conclude**, let me **walk you through/go over/recap my main points** once more. * **Before I go**, here are my main points once again. |  |

## Not mp3)



**Concluding a presentation**

At the very end of your presentation, it's a good idea to **restate** your overall theme, so the audience leaves with an understanding of the main point of your talk. Here are some useful expressions to conclude your presentation.

|  |
| --- |
|  |

|  |  |  |
| --- | --- | --- |
|  | So, **that concludes my presentation**. We have a problem and we need a quick solution. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | So,**in conclusion**, sales are rising steadily. Great work, everyone! |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **To conclude**, I think our new product is just what your company is looking for. |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **To wrap up**, let's consider more carefully the pros and cons of the merger.  To wrap up, let's consider the merger more carefully. |  |

## Q&A session during a presentation, Answering the audience's questions

## Not mp3)

## Show your appreciation to the audience

At the end of your presentation, show your appreciation to the audience for listening. This also shows that the main part of the talk is finished.

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|  | Thank you for listening. Thanks for your attention. |  |
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|  | Thanks for your time. Thank you **all** for coming |  |

## Hold a question and answer session (Q&A session)

If you wish to hold a question and answer session, let the audience know when it's appropriate to ask questions.

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|  | * Any questions or any other business (AOB) * Does anyone have any questions? * I'll now **open the floor (//not “door”) for any questions** if you have. * I'll now **open the floor (//not “door”)** to you. * **If you have any questions**, please raise your hand, and I'll answer them as best I can. * Fire away~　(向我开火吧)你可以开始向我问问题：）  |  | | --- | | fire away: [V](javascript:;)to begin to speak or to ask questions 开始讲xxx; 开始问问题   * Guest speaker: (The guest speaker is to wrap up the presentation) Thank you **all** for coming. Any other questions/I’ll now open the floor **(//not “door”)**  for any questions if you have? * Audience: Yes. Can I have one question.? * Guest speaker: Fire away~(向我开火吧)你可以开始向我问问题：） * Audience: Can I know what motivated you to invest in IBM? * Well, that’s a good question. Thanks for bringing that up (谢谢你提出那样的问题)😊. | |  |
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## Before answering, you can give yourself more time to think

Before answering, you can give yourself more time to think by acknowledging their questions as useful.

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| Good question. 　That's a good question.  I'm really glad you asked that. 　Thanks for bringing that up (谢谢你提出那样的问题) . |

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|  | e.g. Well, that’s a good question. Thanks for bringing that up 😊. |  |
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## Example of Q&A

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| PRESENTER: **In conclusion**, in order for your company to do business effectively now and in the future, Route1 Internet Connections is just what you need. **Thank you all for listening.** **I'll now open the floor (//not “door”) to you. Does anyone have any questions = I’ll now open the floor (//not “door”) for any questions if you have?**  AUDIENCE MEMBER: Uh, yes. I have a question.  PRESENTER: **Fire away ~(向我开火吧)你可以开始向我问问题：）**  AUDIENCE MEMBER: How can your internet connection company compete with the big global brands?  PRESENTER: Good question. **I’m glad you asked that. /Thanks for bringing that up (谢谢你提出那样的问题).** The truthful answer is, in some ways we can't. However, what Route1 Internet Connections can do, is offer a better service to its customers than any of these global brands … |
| * Guest speaker: (The guest speaker is to wrap up the presentation) Thank you **all** for coming. Any other questions/I’ll now open the floor for any questions if you have? * Audience: Yes. Can I have one question.? * Guest speaker: Fire away~(向我开火吧)你可以开始向我问问题：） * Audience: Can I know what motivated you to invest in IBM? * Well, that’s a good question. I’m glad you asked that. /Thanks for bringing that up (谢谢你提出那样的问题)😊. |

## Concluding a presentation

## Not mp3

