

STRUCTURING A PRESENTATION (2)

The purpose of the introduction is not only to tell the audience who you are, what the talk is about, and why it is relevant to them; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

*I've **divided** my presentation **into** three (main) parts: x, y, and z.*

*In my presentation I'll **focus on** three major issues.*

***First (of all)**, I'll be looking at ..., **second** ..., and **third** ...*

*I'll **begin / start off by** explaining ...*

***Then / Next / After that**, I'll go on to ...*

***Finally**, I'll offer some solutions.*

! The most common way to structure a presentation is to have three main parts, and then subdivide them into (three) smaller sections.

7 Complete the sentences with the words in the box.

after • all • areas • divided • finally • start • then • third

1

I'll be talking to you today about the after-sales service plans we offer. I'll _____¹ by describing the various packages in detail.

_____² I'll go on to show you some case studies. _____³, I'll discuss how you can choose the best plan to meet your customers' needs.

2

I've _____⁴ my talk into three main parts. First of _____⁵, I'll tell you something about the history of our company. _____⁶ that I'll describe how the company is structured and finally, I'll give you some details about our range of products and services.

3

I'd like to update you on what we've been working on over the last year. I'll focus on three main _____⁷: first, our joint venture in Asia; second, the new plant in Charleston. And _____⁸, our redevelopment project.

8 Complete the sentences with the prepositions in the box.

about • at • for • into • of • on • to • with

- 1 Thank you _____ coming all this way.
- 2 I've divided my presentation _____ three parts.
- 3 First of all, I'll give you an overview _____ our financial situation.
- 4 First, we'll be looking _____ the company's sales in the last two quarters.
- 5 In the first part of my presentation I'll focus _____ the current project status.
- 6 Point one deals _____ APG's new regulations for Internet use.
- 7 Secondly, I'll talk _____ our investment in office technology.
- 8 After that I'll move on _____ the next point.

7 Complete the sentences with words from the box.

back • covered • discussing • inform • leads • main points • sum up • wanted

- Let me now summarize the _____.
- We will be _____ our sales targets today.
- In my talk I'll _____ you about new marketing techniques.
- Before I move on, let me just _____ what I've said so far.
- I think we have _____ everything for today.
- OK, that's all I _____ to say about time management.
- This _____ directly to my second point.
- Let's go _____ to what I said at the beginning of my presentation.

8 Write the sentences using expressions with *as* and the information in the notes. Add missing words where necessary.

EXPRESSIONS WITH AS

As you all know, ...
As I've already explained, ...
As I mentioned before/earlier, ...
As I pointed out in the first section, ...
As you can see, ...

- we/no budget for new software/this year (I mentioned this before)
As I mentioned before, we have no budget for new software this year.
- Tony Dale/new marketing manager/print media (you all know this already)
- can't operate from local airport/because no permission (I said this at the beginning of my talk)
- choose between two options (I explained this ten minutes ago)
- sales have increased/10% since beginning of year (you can see this on the slide)



9 A manager is updating her group on some problems they've been having with one of the company's product lines. Listen to this excerpt from her informal presentation and say whether the following sentences are true or false. Correct the false sentences.

- The company is having problems with their new men's cosmetic products.
- The problems are in three areas: supply, distribution, and production.
- She identifies two problems in the area of supply: the plastic bottle supplier can't deliver the quantity they need and the quality of the bottles is poor.
- They have had to return around 14% of the bottles.
- They have to take care of the supply problem soon or they'll have trouble with Father's Day sales.





10 Complete these sentences from the presentation with the correct form of verbs from the box. Then listen again to check.

accept • cope • deal • have • identify • prevent • run • solve

As you probably know, we _____
currently _____¹ difficulties
with our new men's cosmetic line.

I'd like to quickly _____² the problems
and then make some suggestions on how we
can _____³ with the consequences.

We've been trying to _____⁴ with these
problems – the delays, the poor quality – all along,
but so far we've not been able to find ways to
_____⁵ them from happening again.

It's clear we can no longer continue
to _____⁶ these
conditions.

If we _____⁷ (not) our supply
problems within the next two weeks, we
_____⁸ into serious trouble
with respect to our Christmas business.

TALKING ABOUT (DIFFICULT) ISSUES

I think we first need to **identify** the problem.
Of course we'll have to **clarify** a few points before we start.
We will have to **deal with** the problem of increasing prices.
How shall we **cope with** unfair business practices?
The question is: why don't we **tackle** the distribution problems?
If we don't **solve** this problem now, we'll get into serious trouble soon.
We will have to **take care of** this problem now.

REFERRING TO OTHER POINTS

I'd like to mention some critical points **in connection with / concerning** payment.
There are a few problems **regarding** the quality.
With respect / regard to prices, we need more details.
According to the survey, our customers are unhappy with this product.

ADDING IDEAS

In addition to this, I'd like to say that our IT business is going very well.
Moreover / Furthermore, there are other interesting facts we should take a look at.
As well as that, we can offer excellent conditions.
Apart from being too expensive, this model is also too big.
To increase sales we need a new strategy **plus** more people.

11 Choose the correct verb to fit the sentence.

- 1 How are we going to *solve/deal/tackle* with delivery problems?
- 2 I don't think we can *cope/tackle/take care* with fewer people.
- 3 We think it's important to *identify/deal/cope* the problems now.
- 4 Who will *take care/deal/tackle* of our business clients?
- 5 We have been trying to *cope/solve/take care* the software problem.
- 6 Before we go on, let's *identify/clarify/solve* this question.

12 Complete the sentences with the words from the box.

according to • apart from • concerns • moreover • regarding • with regard

- 1 I'll give you an overview of some figures _____ to car exports.
- 2 _____, I'd like to tell you something about the new software.
- 3 Let's now turn to the next question which _____ customer service.
- 4 _____ a few spelling mistakes, the new brochure is very good.
- 5 Let me give you some details _____ our Chinese factory.
- 6 _____ the handbook, the scanner is user-friendly.

13 Put the words in the right order to make sentences with expressions from this unit.

- 1 move now to point next let's on the
- 2 all topic as today is you know our globalization
- 3 inform is to aim about my latest you the developments
- 4 be additionally figures discussing most will we the important
- 5 said brief give I you earlier a I'll as overview
- 6 study customers according with this it satisfied to our are

14 It's your turn now. Prepare the main part of a presentation using phrases from this unit. Use the checklist to help.

CHECKLIST FOR THE MAIN PART OF A PRESENTATION

- | | |
|--|---|
| <input checked="" type="checkbox"/> 1 B riefly state your topic again. | <input checked="" type="checkbox"/> 5 S ignal the end of each part. |
| <input checked="" type="checkbox"/> 2 E xplain your objective(s). | <input checked="" type="checkbox"/> 6 H ighlight the main points. |
| <input checked="" type="checkbox"/> 3 S ignal the beginning of each part. | <input checked="" type="checkbox"/> 7 O utline the main ideas in bullet-point form. |
| <input checked="" type="checkbox"/> 4 T alk about your topic. | <input checked="" type="checkbox"/> 8 T ell listeners you've reached the end of the main part. |





2 Now listen to the presentations again and complete the sentences.

Presentation 1

- 1 Take a look at _____.
- 2 They clearly _____ how a combination of two significant external factors affected our business in the first _____ of this year.
- 3 I'll just write some _____ on the _____ and then we will go on to discuss the next point.

Presentation 2

- 4 OK. Let's now _____ at our new magnetic ski rack Matterhorn which was launched in August.
- 5 On the _____ you will see an _____ of the Matterhorn X-15.

Presentation 3

- 6 These are the _____ for Europe for the _____ three quarters of this year.
- 7 As you _____ here, we've had a very successful year.
- 8 To highlight our success even further, let's _____ to the 2003 figures on the previous _____.
- 9 Let me just _____ to it.



3 Match the two parts to make sentences used to refer to media.

- | | |
|--------------------------------|--|
| 1 On the next page | a from this picture, the design is absolutely new. |
| 2 My next slide shows | b customers have complained about the service. |
| 3 As you can see | c how much the market has changed. |
| 4 Let me just show you some | d I'll show you our latest poster. |
| 5 To illustrate this | e at the figures on the next page. |
| 6 Let's now have a closer look | f which shows the market development in 2005. |
| 7 Here we can see how many | g interesting details. |
| 8 I have a slide | h you will see a photo of the new XTK model. |

EMPHASIZING IMPORTANT POINTS

Using a verb (*stress, emphasize, etc.*)

I'd like to **stress** the following point.

I'd like to **draw your attention** to the latest figures.

I'd like to **emphasize** that our market position is excellent.

Using what

What is really important is how much we are prepared to invest.

What we should do is talk about intercultural problems.

Rhetorical questions

So, just how good are the results?

So, where do we go from here?

Why do I say that? Because ...

Adverb + adjective construction

It would be **completely wrong** to change our strategy at this point.

We compared the two offers and found the first one **totally unacceptable**.

I think this fact is **extremely important**.

9 Match the two parts to make sentences.

- | | |
|---------------------------------|---|
| 1 What I'd like to do | a important advertising is for us. |
| 2 I'd like to highlight the | b for our success? |
| 3 So, what are the reasons | c this model is selling quite well in the US. |
| 4 I'd like to point out how | d turnover last year was excellent. |
| 5 It's interesting to note that | e is discuss the latest sales figures. |
| 6 I should repeat that our | f is the quality of these programs? |
| 7 What we can't do is | g main problem areas. |
| 8 So, just how good | h increase our budget. |

10 Complete the sentences with the correct adverb-adjective construction from the box.

extremely dangerous • absolutely safe • incredibly cheap • highly interesting •
absolutely necessary • surprisingly good • completely useless

- What we should remember is that this chemical process is _____.
- It's _____ to improve the quality of our products if we want to win new customers.
- This is a _____ point.
- You will be pleased to hear that our turnover last month was _____.
- Unfortunately, we found that some of the test results are _____.
- I'm pleased to say that the crash test shows that this system is _____.
- Right now this item only costs \$1.50 – I think that's _____.



11 First complete this excerpt from a presentation with words from the box. Then listen and check.

let's talk about • draw your attention • have a look • it's quite remarkable •
on the other hand • the figures also show that • you'll see • can we explain

I'd now like to _____¹
to the regions where poverty has been
reduced. If you look at the bar chart on the left,
_____² that the proportion of
global population living on less than \$1 a day
has dropped. _____
_____³ in South Asia the
proportion of extremely poor people has been
reduced from 41 to 31%. _____
_____⁴ how much progress has
been made by China. _____⁵, poverty has increased in many parts of Africa,
Latin America, and Eastern Europe. How _____⁶ this uneven development?
To answer this question, we'll _____⁷ at the latest study from the World Bank.
First, _____⁸ the figures that indicate global progress.



12 Are these words and expressions used to make contrasts or describe results? Put them into the correct category.

on the other hand thus although
consequently however therefore
whereas as a result despite
while nevertheless

Making contrasts

Describing results
