

## ***Presentations – tips and useful phrases***

### **Getting the audience's attention**

#### **Ask a rhetorical question**

*Is market research important for brand development?*

*Do we really need quality assurance?*

#### **Start with an interesting fact.**

*According to an article I read recently, central banks are now buying euros instead of dollars.*

*Did you know that fast food consumption has increased by 600% in Europe since 2002?*

#### **Tell them a story or anecdote**

*I remember when I attended a meeting in Paris ...*

*At a conference in Madrid, I was once asked the following question: ...*

#### **Give them a problem to think about.**

*Suppose you wanted to set up a new call centre. How would you go about it?*

*Imagine you had to reorganise the sales department. What would be your first step?*

### **'Signposting' phrases**

#### **Saying what is coming**

*Let's start with / Let's look at / let's talk about / Let me tell you about ...*

*In this part of my presentation, I'd like to tell you about ...*

*So, let me first give you a brief overview ...*

#### **Moving on to the next point**

*This leads directly to the next part of my talk.*

*Let's move on to the next point.*

*This now leads us to my next point.*

*Let's now turn to the next issue.*

#### **Indicating the end of the section**

*This brings me to the end of my second point.*

*So much for ...*

*So that's the background ...*

#### **Referring back**

*As I mentioned before, ...*

*As I said earlier ...*

*Let's go back to what we were discussing earlier.*

*Let's now come back to what I said earlier.*

#### **Summarizing a point**

*I'd like to sum up the main points.*

*Let me briefly summarize what I've said so far.*

## **Talking about visuals**

### **Explaining a visual**

*Let's now look at the next slide, which shows ...*

*First, let me quickly explain the graph.*

*You can see that different colours have been used to indicate ...*

*The key in the bottom left-hand corner shows you ...*

### **Highlighting information**

*I'd like to start by drawing your attention to ...*

*What I'd like to point out here is ...*

*I think you will be surprised to see ...*

*I'd like to focus your attention on*

*Let's look more closely at ...*

## **Conclusion of a presentation**

### **Signalling the end of the presentation**

*Well this brings me to the end of my presentation.*

*Thank you all for listening*

*OK, I think that's everything I wanted to say ..*

*As a final point, I'd like to talk ...*

*I'm now nearing the end of my talk ...*

### **Summarising the main points**

*To sum up / Summing up / In conclusion / To conclude ...*

*I'll just run through the three different options.*

*Before I stop, let me go through the main points again.*

*Just to summarise the main points of my talk ...*

### **Recommending or suggesting something**

*We'd suggest taking the following steps: ...*

*We'd therefore recommend that we ...*

*In my opinion, we should ...*

*What I'd like to suggest is ...*

### **Inviting questions**

*Now I'll be happy to answer any questions you may have.*

*We just have time for a few questions.*

*Are there any questions?*

*Do you have any questions?*

**Complete the sentences with the correct preposition.**

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 \_\_\_\_\_ office technology.
8. After that I'll move on \_\_\_\_\_ the next point.
9. I'll start off \_\_\_\_\_ explaining the company's structure.
10. The graph shows our online sales for the EU market \_\_\_\_\_ 2004.
11. In the first quarter, online sales averaged \_\_\_\_\_ 50,000 and 52,000 euros.
12. In April, sales increased \_\_\_\_\_ 61,000 euros and remained steady \_\_\_\_\_ the end of the second quarter.
13. In the third quarter we notice a sharp rise \_\_\_\_\_ 61,000 \_\_\_\_\_ 87,000 euros, an increase \_\_\_\_\_ almost 50 per cent.
14. In October and November, sales fluctuated \_\_\_\_\_ the 85,000 euros mark.
15. This was followed by a slight decline in December, with online sales falling \_\_\_\_\_ 10 per cent, reaching 73,000 euros \_\_\_\_\_ the end of the year.

**Complete the sentences with the phrases given below**

*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 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 handout, the scanner is user-friendly.

**Match 1-10 with a-j to make sentences to talk about visuals.**

<ol style="list-style-type: none"> <li>1. Let's now have a look</li> <li>2. The black line gives us</li> <li>3. Each line on the graph indicates</li> <li>4. In the upper right-hand corner</li> <li>5. The graph on the following slide</li> <li>6. Now I'd like you to take</li> <li>7. The names of the new models are listed</li> <li>8. You can see the test results in the</li> <li>9. This aspect of the problem is illustrated in</li> <li>10. I'd like to draw your</li> </ol>	<ol style="list-style-type: none"> <li>a. shows our revenues since 2004</li> <li>b. the next pie chart.</li> <li>c. at how the new division will be structured.</li> <li>d. attention to the figures in the left-hand column.</li> <li>e. you can see the specifications for the TP model.</li> <li>f. the sale figures for VW Fox.</li> <li>g. table on the right.</li> <li>h. a look at the next slide.</li> <li>i. the production output of a different product.</li> <li>j. across the top.</li> </ol>
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## Translate the sentences into English.

1. Tematem mojej dzisiejszej prezentacji jest zadowolenie klienta.
2. Moja prezentacja potrwa około pół godziny.
3. Skoncentruję się na trzech kwestiach.
4. Zaczniemy od obejrzenia obecnego stanu projektu.
5. Czy wiedzieli państwo, że ten samochód jest bardzo popularny w Chinach?
6. Przejdźmy teraz do następnego punktu.
7. Jak państwo widzą, naszym dzisiejszym tematem jest globalizacja.
8. Moim celem jest poinformowanie państwa o ostatnich wydarzeniach.
9. Oprócz tego omówimy najważniejsze dane liczbowe.
10. Podsumowując, proponujemy interesujący i użyteczny produkt, którego nie ma obecnie na rynku.
11. Pozwolą państwo, że podsumuję najważniejsze punkty.
12. Jak już wspomniałem, najpierw przedstawię państwu temat w ogólnych zarysach.
13. Według tych badań nasi klienci są zadowoleni z tego produktu.
14. Ten diagram kołowy pokazuje nasz procentowy udział w rynku.
15. Zgodnie z analizą, od roku 2000, koszty podróży gwałtownie wzrosły.
16. W czerwcu nastąpił drastyczny wzrost kosztów transportu.
17. Nasza wydajność rażąco spadła w grudniu.
18. Oprocentowanie zostało podwyższone na początku roku o 0,5%.
19. Powodem gwałtownego spadku była zła sytuacja gospodarcza.
20. Wyniki tych badań pokazane są na wykresie.
21. Na następnym slajdzie widzą państwo kwoty sprzedaży w pierwszym kwartale.
22. Zastanówmy się, dlaczego to jest takie trudne.