

Exercises

51.1 Cover the page opposite with a piece of paper. Make phrases from the presentation by matching an item from each column.

- | | |
|-----------------|-------------------------------|
| 1 On behalf | see at the back? |
| 2 Can everyone | of public relations |
| 3 Just a few | of BCC I'd like to ... |
| 4 I'm in charge | to show you ... |
| 5 I'd like | words about myself |
| 6 I'll talk | with this first slide |
| 7 I'll move | on tailoring our products ... |
| 8 We focus | on to discuss customization |
| 9 I'll give you | about our market and how ... |
| 10 Let's begin | a little technical background |

51.2 There are many ways to create an impact in the first few minutes of a presentation. Match techniques 1–8 with phrases a–h.

- | | |
|---|---|
| 1 rhetorical question <input type="checkbox"/> | 5 personal story <input type="checkbox"/> |
| 2 thank the organizers <input type="checkbox"/> | 6 audience benefit <input type="checkbox"/> |
| 3 surprising statistic <input type="checkbox"/> | 7 use of visuals <input type="checkbox"/> |
| 4 audience involvement <input type="checkbox"/> | 8 quotation <input type="checkbox"/> |

- a Take a look at this picture. What does it tell you about teenage fashion?
- b Everybody who thinks the Internet will kill traditional advertising – put your hands up.
- c Wouldn't you like to double your sales in just twelve months?
- d Charles Darwin once wrote, 'It is not the strongest of the species that survive, but the ones most responsive to change.'
- e I'd like to thank Olga for all the hard work she has done to make this event possible.
- f I want to share something with you.
- g I hope this presentation will enable you to choose the most cost-effective IT solution.
- h 70% of all Americans say that they're carrying so much debt that it's making their home lives unhappy.



51.3 Make presentation phrases by using a verb 1–12 with the words a–l.

- | | | |
|---|--|---|
| 1 be ... <input type="checkbox"/> | 5 give ... <input type="checkbox"/> | 9 start ... <input type="checkbox"/> |
| 2 take a break ... <input type="checkbox"/> | 6 introduce ... <input type="checkbox"/> | 10 take ... <input type="checkbox"/> |
| 3 divide ... <input type="checkbox"/> | 7 say ... <input type="checkbox"/> | 11 thank ... <input type="checkbox"/> |
| 4 feel ... <input type="checkbox"/> | 8 speak ... <input type="checkbox"/> | 12 welcome ... <input type="checkbox"/> |

- a a few words about myself
- b any questions at the end
- c you an overview
- d for about thirty minutes
- e for coffee and biscuits
- f (name) for inviting me here today
- g free to interrupt
- h happy to be here
- i my talk into four parts
- j one or two people in the room
- k by introducing myself
- l you here today

51.4 Create different ways to open a presentation, using the verbs in the box.

bring deal discuss fill give look
make outline report show take talk

Good morning everyone and thanks for coming. This morning I'm going to ...

- 1 discuss the issue of risk, and what you can do to minimize it.
- 2 _____ you an overview of the company and its products.
- 3 _____ you how to sell more effectively to your existing customer base.
- 4 _____ about investment funds: how to choose them, when to buy them and when to sell them.
- 5 _____ back to you on our progress with the Milestone project.
- 6 _____ at a variety of green technologies that are helping to combat the threat of global warming.
- 7 _____ you in on the background to our involvement in the Brazilian market.
- 8 _____ a look at how we got into the problem with our local agents in the UK and how we can get out of it.
- 9 _____ you up to date on the latest results from our consumer survey.
- 10 _____ some detailed recommendations about how to reorganize the department.
- 11 _____ our new marketing strategy.
- 12 _____ with the item outstanding from our last meeting: funding our R&D activities.

51.5 6 Speaking practice: listen and repeat. Repeat each phrase you hear and then listen to check.