

Unit 4: PRESENTATION STRUCTURE

Help your audience *understand* and *remember* you

[GRAMMAR] Past Tenses

a. Connect these examples to the right purpose and identify the tense that was used.

	For...	Tense
"The invention has reduced emissions significantly."	finished actions in the past	
"Researchers have been working on improving battery storage for 20 years."	describing background actions	
"The electric car was invented in the 19th century."	describing the impact up to now	
"While scientists were developing the prototype, they had many challenges."	emphasizing the duration of an activity that started in the past and is still continuing.	
"Before breakthroughs in solar energy, scientists had been looking for alternative energy sources for decades."	showing that one event happened before another past event.	
"By the time electric cars became popular, researchers had already developed more efficient batteries."	To indicate that an action was ongoing before another event in the past.	

b. Fill in the blanks in the text below, using the right tense (past + present tenses).

The Internet, which (connect) _____ millions of people around the world today, (have) _____ a long and complex history. Before landing in our home in the 90s, it (be/already) _____ under development for decades! It (begin) _____ in the 1960s when researchers at the U.S. Department of Defense (create) _____ a network called ARPANET. At the time, they (work) _____ on a way to allow computers to communicate across long distances. By the early 1970s, they (develop) _____ the basic protocols that would later become the foundation of the Internet as we know it. Over the years, many researchers and organizations (contribute) _____ to the development of the Internet. In the 1980s, Tim Berners-Lee (invent) _____ the World Wide Web, which made it easier for people to access and share information online. Before this breakthrough, the Internet (be) _____ primarily used for academic and military purposes, but the Web (make) _____ it accessible to the public. By the 1990s, the Internet (already/revolutionize) _____ communication and information sharing. Since then, it (continue) _____ to evolve rapidly. Today, the Internet (become) _____ an essential part of daily life, enabling everything from global communication to online education and commerce.

1. INTRODUCTION

a. Read these alternative openings for a presentation on renting office space. Notice that the content of the two openings is basically the same.

Opening 1 Good morning, ladies and gentlemen. First of all, I'd like to thank you for inviting me here to speak to you today, and I hope that after that excellent coffee no one will fall asleep during my presentation! Well, let me introduce myself – my name is Carlos Pinto and I am the Sales Director of Centre-Space Properties. My objective here today is to help you to find the right office for your business. During my talk I'll be looking at four areas. (looks briefly at notes) I'll begin by introducing our company, then I'll show you some slides of office space that we have available in this city. After that I'll move on to describe our optional service package, which includes security and secretarial services. Finally, I'll deal with the question of price. My presentation will take around 20 minutes, and if you have any questions, I'll be pleased to answer them at the end. OK. (show slide with an organigram of the company) Let's start by looking at who we are and how the company has developed over the last 10 years.

Opening 2 I bet you're sick of looking for office space, right? Are you feeling like this? (shows slide of a confused businessman in a small room with a big question mark over his head) Who feels like that? (looks around room, everyone laughs) Wouldn't you prefer to feel like this? (shows slide of a relaxed executive in a large office with plants and a line of clients in the background) You all know the importance of location for business success. Well, we can help you. (shows slide with a few words in large print) My company is called Centre-Space Properties. Our success over 10 years has been built on a simple philosophy. We offer our clients: (pointing to words) choice; an optional service package for your complete business needs; and the right price. Right, I'd like to begin with a question: do you know which area in this city has the highest rent costs per square metre? (looks round, waiting for answer)

b. Discuss:

1. What are the advantages and disadvantages of each opening?
2. Can you think of situations where each would be appropriate?

c. Based on this example, what are the 4 things you need to do in an introduction:

- 1.
- 2.
- 3.
- 4.

d. There are many ways to open a presentation and create an impact in the first few minutes. Match these phrases (a-h) with their corresponding techniques (1-8).

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.	1. rhetorical question
c. Wouldn't you like to double your sales in just twelve months?	2. thank the organizers
d. Charles Darwin once wrote, 'It is not the strongest of the species that survive, but the ones most responsive to change'.	3. surprising statistic
e. I'd like to thank Olga for all the hard work she has done to make this event possible.	4. audience involvement
f. I want to share something with you.	5. personal story
g. I hope this presentation will enable you to choose the most cost-effective IT solution.	6. audience benefit
h. 70% of all Americans say that they're carrying so much debt that it's making their home lives unhappy.	7. use of visuals
	8. quotation

e. Search online for a recording of a talk (for example, a TED talk) and listen to the introduction. What method(s) did the speaker use?

2. MAIN PART: Signposting

a. Read the following text and identify the expressions used for each of the function described below.

... OK, let's move on to the next point, which is wind energy technology. The market for wind turbines* is shifting from onshore to offshore. It might be useful to give a little background here. As you can see on this next slide, onshore wind farms have several drawbacks: first you need a reliably windy location, second the farms can cause visual pollution, and third there are some serious engineering questions.

What are these engineering questions? Basically, there are two issues. Firstly, the stability of the structure as you make it bigger, and secondly the problem of having the blades always facing the wind.

So, the trend is towards offshore wind farms, and there are some engineering challenges here. Have a look at this slide – it shows the design for an offshore turbine that sits on the surface of the sea.

It's three times more efficient than an onshore turbine of equivalent size. What is the reason for this? The reason is that it uses a completely different design that isn't dependent on the wind direction. There is a large V-shaped structure with rigid 'sails' mounted along its length. As the wind passes over these, they act like airfoils** and this generates lift and turns the structure as a whole.

I would like to stress that this design is not yet in commercial production, but a prototype is currently being tested off the coast of Scotland.

OK. Are there any questions so far? Does anyone have any comments?

* wind turbine: tall structure with parts that are turned by the wind, used for making electricity.

** airfoil: curved part on an aircraft's wing that helps it to rise in the air.

1. Transition between ideas/sections
2. Enumerating
3. Referring to visual aid
4. Asking (rhetorical) questions
5. Emphasizing a point
6. Asking for audience contributions

b. Here is a list of **signposting expressions** you can use throughout your presentation. Identify the name of each section using the list below.

- | | |
|--|---|
| Digressing | Giving examples |
| Clarifying or reformulating | Introducing the 1st section |
| Expanding or elaborating | Recognizing your listeners' prior knowledge |
| Finishing a section and starting a new one | Talking about earlier / later points |
| Focusing audience's attention on visuals | |

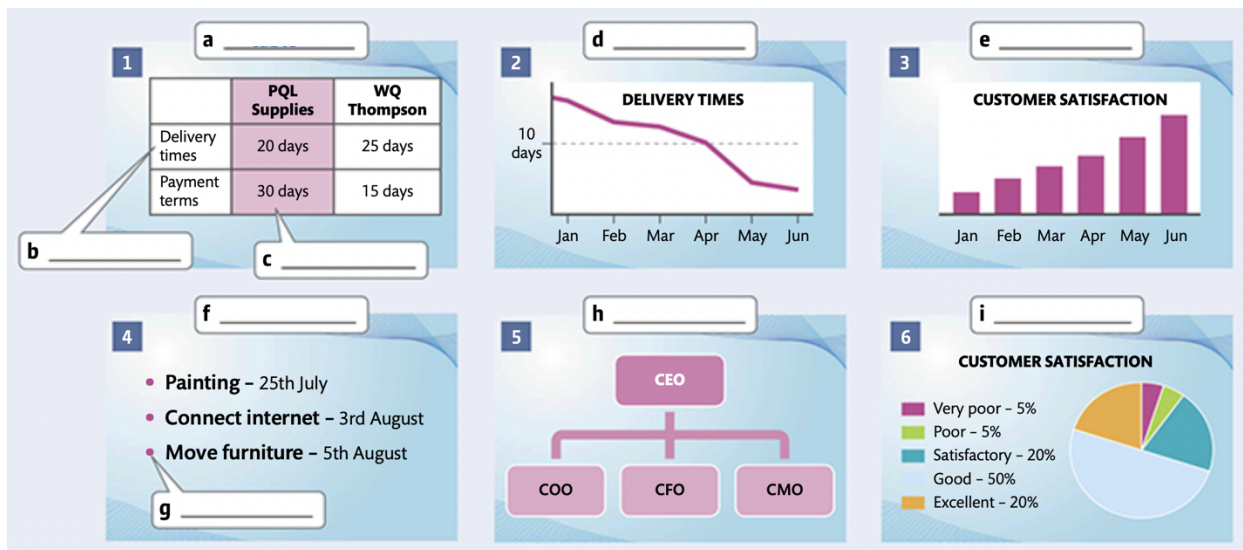
	FORMAL / NEUTRAL	INFORMAL
1	<ul style="list-style-type: none"> • I'd like to start/begin by... • Well, we've looked at... Now, I'd like to discuss... • Having discussed... I'd like to move on to.... 	<ul style="list-style-type: none"> • Let's start/begin by looking at... • Well, I've told you about... Now I'll move on to... • Well, we've looked at... Now, let's talk about...
2	<ul style="list-style-type: none"> • I now want to go on to... • This leads/brings me to my next point, which is... • I'd now like to move on to/turn to... 	<ul style="list-style-type: none"> • So, that was... Now, let's... • Let's now move on to/turn to... • OK.../ Well.../ So.../ Right.../ All right.../ Now.../ Good...
3	<ul style="list-style-type: none"> • I'd like to expand on... • I'd like to elaborate on... • Let's consider this in more detail. 	<ul style="list-style-type: none"> • Let me tell you a little more about... • Let me give you some more details/information about...
4	<ul style="list-style-type: none"> • A good example of this is... 	<ul style="list-style-type: none"> • Let me give you an example...
5	<ul style="list-style-type: none"> • In other words, ... • To clarify / summarize... 	<ul style="list-style-type: none"> • To put it differently • What I'm trying to say is... • Let me just try and sum that up...
6	<ul style="list-style-type: none"> • later: <ul style="list-style-type: none"> - I will elaborate on this later in the presentation. - I'll provide you with a more detailed explanation later in the presentation. • earlier: <ul style="list-style-type: none"> - To repeat what I said earlier... - As I mentioned earlier... 	<ul style="list-style-type: none"> • later: <ul style="list-style-type: none"> - More on this later. - I'm going to talk more about this later. • earlier: <ul style="list-style-type: none"> - Do you remember I said...? - As I said earlier...
7	<ul style="list-style-type: none"> • As you may be aware of... • As you may know... • I know many of you are familiar with... 	<ul style="list-style-type: none"> • You might already know that... • I'm sure a lot of you know that / about... • I'm sure a lot of you have heard...
8	<ul style="list-style-type: none"> • May I focus your attention on the...You will notice that... • Please direct your attention to the slide / chart / etc. • As you can see here... • This slide shows... 	<ul style="list-style-type: none"> • Take a look at this slide / chart / graphic etc. You can see that... • Okay, here we can see that... • Let me show you...
9	<ul style="list-style-type: none"> • I might just mention... • Incidentally... 	<ul style="list-style-type: none"> • By the way, ...

c. Here's the text of a rather "dry" presentation. Could you modify it so it becomes an engaging presentation? Then deliver it to the person sitting next to you.

"I conducted an experiment in the lab. I tested the tensile strength of different materials. Some materials were stronger than others. I analyzed the data. The results were interesting. I wrote a report summarizing my findings. My supervisor was impressed."

3. MAIN PART: Presenting Figures

a. Watch this video – <https://youtu.be/AUwzmn-XQ-Q?si=SOexNNXZ7F4KyRNI> – to properly describe what's on the slides below.



b. Look at different ways of presenting the same information. Which, for you, is the most effective? Why?

- There are **a lot of** women business owners in the USA
- There are **11.6 million** women business owners in the USA.
- There are **almost 12 million** women business owners in the USA
- Approximately one out of every fourteen** American women is the owner of a business.
- The number** of women business owners in the USA **is greater than** the whole population of Sweden, Austria or Switzerland.

c. Match the exact figures (left) with the approximate figures (right).

- | | |
|--------|---------------------------------------|
| 0.95% | roughly a quarter |
| 23.5% | almost one in three |
| 52% | around two out of (every) five |
| 39.4% | nearly three quarters |
| 9.867% | under one percent |
| 73.9% | over half |
| 32.75% | about ten percent |

4. CONCLUSION

a. Complete this extract from the close of a presentation with the words in the box. It is an internal presentation about departmental reorganisation.

*generated a lot of discussion - give the floor - look at some options - may be forced
- our job is to consider - that covers everything - there is the option to - the next
steps - some difficult decisions - would lead to*

“Right, I think (1)I have to say. Before I finish I'll just briefly summarize the key points, and then we can try to come to a decision and focus on (2)

So, right at the beginning I said that the aim of my presentation was to (3).....for reorganizing our sales and marketing operations. And I explained the reasons why.

We explored three alternatives. Firstly, we looked at keeping both a sales department and a marketing department in every country as now, but reducing all budgets and looking for cost savings wherever possible. Spending on advertising will be cut back considerably, and when people leave the company they will not automatically be replaced. We can expect that everyone's workload will increase.

Secondly, (4).....break up the national marketing teams, while keeping the sales teams. All marketing campaigns would be run centrally from head office, leaving just a skeleton staff in other countries. This option (5)..... and I sense that many of you feel it's too drastic. However it's the option that offers the greatest cost savings, and we (6)..... to consider it.

The final option is the possibility of merging sales and marketing into one large department in every market. This (7)..... greater coordination, some cost savings, but also a loss of focus. I would like to hear more discussion about whether this option is viable.

So, in conclusion, now is the time to take (8)..... I'm asking all of you to leave departmental loyalties to one side — (9)..... the future survival and profitability of the company as a whole.

Thank you all for your attention. Now I'll (10)..... to you for your questions and comments.

b. Based on this example, can you list the different things you need to do at the end of a presentation? Feel free to use colours to mark them in the text.

- 1.
- 2.
- 3.
- 4.
- 5.

c. Go back to the video you've watched before. What's missing from the text above?

5. USEFUL PHRASES AND VOCABULARY

Introduction

Welcoming the audience

*Good morning/afternoon, ladies and gentlemen.
Hello/Hi everyone.
First of all, let me thank you all for coming here today.
It's a pleasure to welcome you today.
I'm happy/delighted that so many of you could make it today.
It's good to see you all here.*

Introducing yourself

*Let me introduce myself. I'm Ann Brown from...
For those of you who don't know me, my name is ...
Let me just start by introducing myself. My name is ...*

Giving your position, function, department, company

*As some of you know, I'm the purchasing manager.
I'm the key account manager here and am responsible for...
I'm here in my function as the head of...
I'm the project manager in charge of...*

Introducing your topic

*What I'd like to present to you today is ...
I'm here today to present...
Today's topic is...
The subject/topic of my presentation is...
In my presentation I would like to report on...
In my talk I'll tell you about...
Today I'm going to talk about...
I'll be talking about...*

Saying why your topic is relevant for your audience

*Today's topic is of particular interest to those of you who...
My talk is particularly relevant to those of us who ...
My topic is/will be very important for you because...
By the end of this talk you will be familiar with ...*

Stating your purpose

*The purpose/objective/aim of this presentation is to...
Our goal is to determine how/the best way to...
What I want to show you is...
My objective is to...
Today I'd like to give you an overview of...
Today I'll be showing you/reporting on...
I'd like to update you on /inform you about...
During the next few hours we'll be...*

Structuring

*I've divided my presentation into three (main) parts.
In my presentation I'll focus on three major issues.*

Sequencing

*Point one deals with..., point two..., and point three...
First, I'll be looking at..., second..., and third ...
I'll begin/start off by... . Then I'll move on to...
Then/Next/After that...
I'll end with...*

Timing

*My presentation will take about 30 minutes.
It will take about 20 minutes to cover these issues.
This won't take more than...*

Handouts

*Does everybody have a handout/brochure/copy of the report?
Please take one and pass them on.
Don't worry about taking notes. I've put all the important statistics on a handout for you.
I'll be handing out copies of the slides at the end of my talk.
I can email the PowerPoint presentation to anybody who wants it.*

Questions

*There will be time for questions after my presentation.
We will have about 10 minutes for questions in the question and answer period.
If you have any questions, feel free to interrupt me at any time.
Feel free to ask questions at any time during my talk.*

Conclusion

Indicating the end of your talk

*I'm now approaching/nearing the end of my presentation.
Well, this brings me to the end of my presentation.
That covers just about everything I wanted to say about ...
OK, I think that's everything I wanted to say about ...
As a final point, I'd like to ...
Finally, I'd like to highlight one key issue.*

Summarizing points

*Before I stop, let me go over the key issues again.
Just to summarize the main points of my talk ...
I'd like to run through my main points again ...
To conclude/In conclusion, I'd like to ...
To sum up (then), we ...*

Making recommendations

*We'd suggest ...
We therefore (strongly) recommend that ...
In my opinion, we should ...*

Inviting questions

*Are there any questions?
We just have time for a few questions.
And now be happy to answer any questions you may have.*

Quoting a well-known person

*As ... once said...
To quote a well-known businessman...
To put it in the words of ...*

Referring back to the beginning

*Remember what I said at the beginning of my talk today?
Let me just go back to the story I told you earlier. Remember, ...*