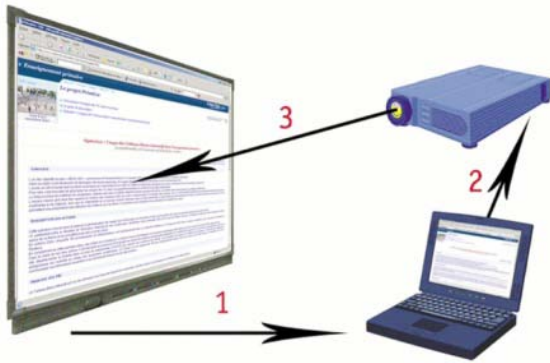


PRESENTATIONS AND CONFERENCES

What are these objects called in English ?

1.

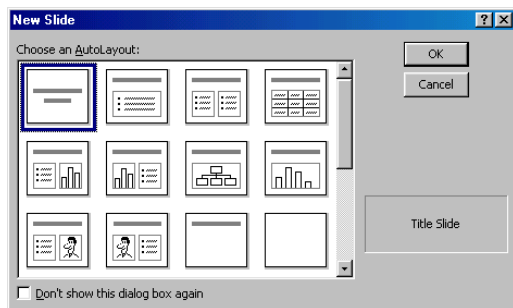


2.

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6.

7.

8.



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13.

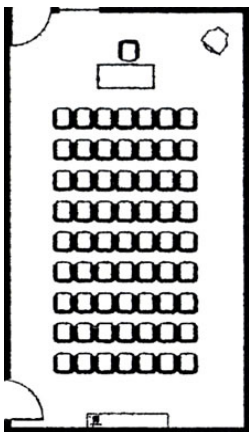
14.

15.

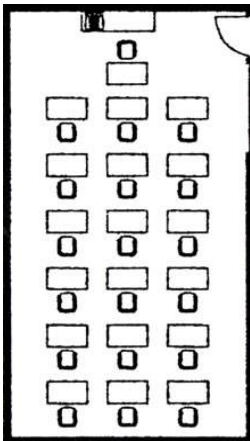
16.

2) SEATING ARRANGEMENTS

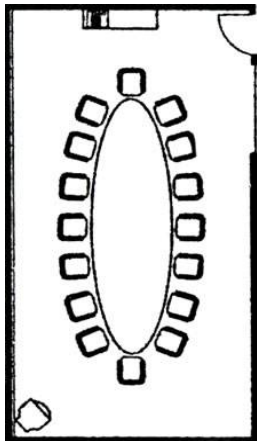
2a) Which of the seating plans shown below are known as, (i) banqueting style; (ii) classroom or schoolroom style; (iii) meeting room style; (iv) boardroom style; (v) theatre style; (vi) horseshoe or u-shape style; (vii) theatre style; (viii) horseshoe or u-shape style ?



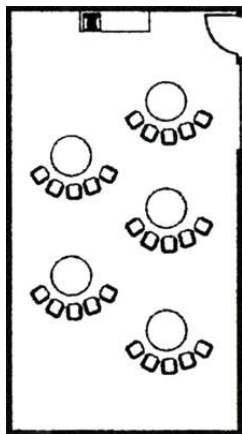
A.



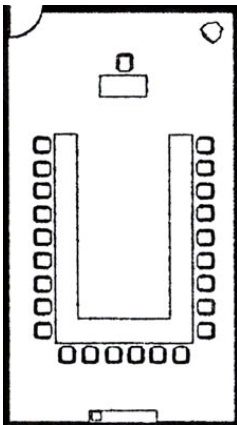
B.



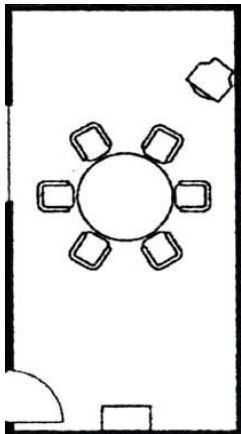
C.



D.



E.



F.

2b) Which of the above would be suitable for, (i) presenting a new product; (ii) holding a board meeting; (iii) a workshop; (iv) an Annual General Meeting (AGM); (v) a formal dinner; (vi) a seminar; (vii) a press conference; (viii) an awards ceremony; (ix) a presentation to the board of directors; (x) a team-building exercise.

WRITING TASK 1

You work for Tolentino Torroncino and the Managing Director wants you to organize an international sales conference. Write a letter to VIP Conference Co. Ltd. explaining when the conference will take place, how many days it should take, approximately how many delegates will attend, what kind of room and seating arrangement you require, and what sort of equipment the speakers will need. Do not forget to ask about transport links, accommodation, and any entertainment in the area which might be included in the social programme.

WRITING TASK 2

You work for VIP Conference Co. Ltd. Write a reply to Tolentino Torroncino explaining what kind of rooms and seating arrangements are available at your venue, what sort of equipment you have at your disposal and how much the event will cost to organize. Describe the accommodation available, transport links and any entertainment in the area which might be suitable for inclusion in the social programme.

PREPARING A PRESENTATION

ORGANIZING THE TEXT: Eight Steps From Purpose To Objective

Remember, the purpose of a presentation is (i) to persuade your audience to believe something and/or (ii) to persuade your audience to do something.

The rhetorical structure of a presentation



PRESENTATIONS: The Conventional Order of Steps

STEP 1. TITLE: indicating what your presentation is for or about.

This should be written on a PowerPoint slide behind you.

STEP 2. GREETING: acknowledge your audience, establish a connection with them.

"Good morning / Good afternoon / Good evening / Welcome to...", "It's a pleasure to welcome you here today"

STEP 3. INTRODUCTION: this should take about 90 seconds and cover four points.

WHO: introduce yourself. Explain to the audience who you are, what your position is and why you are qualified to offer an opinion. In most cases, you should try to persuade the audience that you are one of them.

"I'm Joe Bennett, CEO of ICT", "Let me introduce myself, I'm...", "For those of you who don't know me, I'm..."

WHAT: explain what you are going to talk about, the main points and the order in which you are going to make them, using sequencing words, such as 'firstly', 'secondly', 'thirdly', 'finally'.

"As you can see from the screen behind me, our topic today is...", "The subject of my presentation is...", "I've divided my presentation into three parts, ...", "I shall begin by describing/explaining..", "After that, I shall move on to...", "And finally, I shall talk about..."

WHY: explain the purpose of your presentation and why the audience should be interested in what you have to say.

"I'm here to explain...", "I'm here to describe...", "I'm here to show you...", "I'm here to update you on...", "By the end of this presentation, you should be familiar with...", "My presentation is particularly relevant to those of you who...", "This topic is very important to us all because..."

HOW: explain to the audience how long the presentation will last, if and when their questions will be answered, if handouts and/or copies of the PowerPoint presentation are provided, if refreshments are available etc.

"I expect this presentation to last twenty minutes", "Don't worry about taking notes, I'll be handing out hard copies of the PowerPoint slides at the end", "I shall email the PowerPoint presentation to you all", "Does everyone have a handout? Please take one, and pass them on...", "There will be five minutes for questions at the end of the presentation" "Coffee and biscuits are available at the back of the room", "And there is a coffee machine / a water cooler in the corridor"

STEP 4. EXPOSITION: establish the context / the general situation / the conventional wisdom / what has happened up to now. Engage the spectators with an appeal to their self-interest, a rhetorical question, a memorable quotation, a problem to think about, a shocking statistic, a story, an anecdote, the expert opinion of a leading figure or an example from real life.

"Would you like to have the latest research at your fingertips twenty-four hours a day?", "This university has an IT department that is second to none. Do we really have to wait for someone in Silicon Valley to dream up the software we need?", "By 2050, there will be ten billion people in the world. So, how are we going to cope with that?", "8,000 local businesses went bankrupt last year alone", "Mark Zuckerberg was only 20 years old when he founded Facebook", "I remember when Italians had only two television channels to choose from", "Earlier this year I went to Outer Mongolia and the kids over there, like kids over here, spend most of their time just staring at their mobile phones", "As Frank Zappa once put it: Jazz isn't dead, it just smells funny. Well, the same can be said of...", "Jim O'Neill, ex-Chairman of Goldman Sachs's Division of Asset Management, has predicted that Mexico, Indonesia, Nigeria and Turkey will be the most promising emerging markets for the next ten years"

STEP 5. FINDINGS: the body of your presentation. Present your argument and the evidence to support it.

POINT 1. Outline your first point, then recap the most important information.

"I'd like to start by...", "First of all,..." "Before I move on, let me briefly sum up what I've said so far..."

POINT 2. Outline your second point, then recap the most important information.

"Now, let's turn to ...", "This leads on to my second point...", "Now, as I mentioned before..."

POINT 3. Outline your third point, then recap the most important information.

"Finally,..." "Let's go back to what I said at the beginning of my presentation."

STEP 6. CONCLUSION: a judgement, decision or recommendation based on your findings.

SIGNAL: indicate to the audience that you are about to end your presentation.

"So, that brings me to the end of my presentation...", *"Well, that completes my presentation..."*

SUMMARY: briefly summarize your main points. What do you want the audience to remember ?

"To sum up", *"Let me just summarize..."*, *"Let me just go over the main points again..."*, *"So, in short..."*

CONCLUSION: draw a logical conclusion based on the arguments and evidence you presented earlier.

"To conclude...", *"And that is why..."*

RECOMMENDATIONS: offer practical suggestions for action.

"I think we need to...", *I think it's important to..."*, *"If we don't solve this problem now, we will/won't..."*

FINAL THOUGHT / FINAL IMAGE: try to leave the audience with a striking image or a memorable phrase.

"Remember: nobody plans to fail but too many people fail to plan", *"Imagine a world in which the richest 1% of North Americans owned 35% of the country's total wealth, the next 19% owned 50% and the remaining 80% of the population owned just 15%. Well, you don't have to imagine it. That's the situation right now"*, *"There's a huge patch of human waste and rubbish floating around in the North Pacific. It's currently the size of Texas and it's getting bigger every day !"*

STEP 7. CLOSING REMARKS: thank your audience for attending and for their attention. At this point, you can also distribute your handouts.

"Thank you", *"Thank you for your attention"*, *"Thank you so much for being here today..."*, *"Please take a handout and pass them on"*

STEP 8. QUESTION & ANSWER SESSION: ask the audience if they have any questions. Try to answer them.

"And now I would be very happy to answer any questions you may have...", *"Now, if there are any questions ?"*

The presentation journey

Giving a presentation is like taking your audience from start to finish on a journey. At the start, your audience require some basic information before they can accompany you on this journey. Once they have the information, they're on your side, attentive and ready to listen to every step of the journey along to your final message.

Who

Introduce yourself. Clearly, the amount of information you give about yourself and your work and the level of formality you use, depends on the presentation you're giving. For example, for a presentation to a group of your colleagues, you probably don't need to give your name and background and you can use informal language. A presentation to a new client can require more detailed information about your background and experience and a more formal approach. Make sure that you're comfortable talking about your past and present experience in such cases.

Why

Tell your audience your destination – the reason they're there to listen to you and the purpose of your presentation. If the audience don't know why they should listen, they won't have any reason to accompany you along your journey. The 'why' is linked to the conclusion, your final message – probably, the most important part of your presentation.

What

Outline the roadmap – the main points that you're going to develop and the order in which you would like to develop these. When your audience have a clear view of the roadmap you want to navigate, they can follow you more easily and can also see you're planned, prepared and effectively managing the presentation. There are good reasons for giving the roadmaps, as research shows your audience listen better and remember better and more when they know the structure and shape of your presentation. The technique we use to give the roadmap is called 'sequencing'. This is a very simple technique as it just involves using language such as *one, two, three* or *firstly, secondly, thirdly*. Nevertheless, it is also highly effective as 'sequencing' or 'ordering', as it is sometimes called, is a principle of memory by which we recall information.

How

Put yourself into your audience's shoes: address your audience's needs. Your audience won't listen to you as you go into the main part of your presentation if they have other concerns. They may be thinking: *How long do I have to sit here? Do I have to take notes? When can I ask questions? Is there any coffee here?* It can therefore be useful to answer such questions in your 'start' so that your audience are ready to listen.

Your 'start' should include these points but at the same time not be too long. Ninety seconds is a good guideline as there's evidence that you begin to lose listeners after this amount of time. Your audience tend to listen to your every word and form an impression of you in these ninety seconds. An accurate 'start' helps to create a good impression and you should aim to be grammatically accurate at this stage.

C

Read through these phrases. Write 'who', 'why', 'what' or 'how' next to each phrase.

Check any vocabulary you don't know.

- 1 On behalf of Mr Keane, may I welcome you to Jackson Inc. My name's Jo Black and I'm responsible for ...
- 2 My purpose today is to ...
- 3 I'm going to develop three main points. First, ... Second, ... Third, ...
- 4 Let me introduce myself. I am ... I am a ...
- 5 I'll pass round copies of my slides so you can make notes as I go through the presentation.
- 6 Before I continue, let me tell you something about myself.
- 7 Today I would like to give you a general overview of ...
- 8 I've divided my presentation into three main points. I would like to begin with ...
- 9 So, I'll be addressing three main points and the first one is going to be ... The second point will be ... And finally the last point is ...
- 10 I'm going to outline three proposals. Firstly, I'll ... Then, I'd like to ... and finally ...
- 11 Today, I'm going to bring you up to date with ...
- 12 The presentation should last about five minutes.
- 13 We'll take a short coffee break at about 10.30.
- 14 My objective today is to ...
- 15 Morning everyone. Thanks for coming. My name is Luca and I'm in charge of ...
- 16 If you have any questions, I'd be grateful if you could leave them until the end.
- 17 I'm happy to take any questions after that.
- 18 For those who don't know me, my name is Carlos López and I'm the managing director.
- 19 We can take two or three questions at the end of each point.
- 20 You don't need to take notes as we'll be handing out presentation booklets.
- 21 I would like to start with ... And then ... Lastly ...
- 22 Today, I'm going to tell you ...
- 23 What I am going to do today is review ...
- 24 Please feel free to interrupt me at any time if you have a question.
- 25 The reason we are here today is to ...
- 26 Morning everyone. I'm ... I'm a ... at ...

D

 **1.01, 1.02** Watch César and Zhan's 'starts' to their Step 1 presentations and tick the phrases they used.