

Presentations
by Tim Bowen**What makes a good presentation?**

Read these features of a presentation and decide if they are P (positive), N (negative) or 0

A good presenter ...

- 1 reads aloud from a prepared script.
- 2 uses lots of visual aids.
- 3 invites the audience to interrupt and ask questions whenever they want to.
- 4 gives an outline of the presentation at the beginning.
- 5 invites the audience to ask questions at the end of the presentation.
- 6 has a presentation that has a clear structure and development.
- 7 knows exactly what he or she wants to say.
- 8 uses visual aids to support the points he or she is making.
- 9 reads out what is written on visual aids.
- 10 makes regular eye contact with members of the audience.
- 11 lets the audience know when he or she is moving to the next stage of the presentation.
- 12 only looks up from his or her notes when there is a question from the audience.
- 13 moves around a lot.
- 14 speaks as quickly as possible.
- 15 delivers the presentation clearly but at a natural speed.
- 16 summarizes key points at the end of the presentation.
- 17 clarifies and elaborates points if members of the audience are not clear.

Presentations
by Tim Bowen**Extracts from a presentation****Part 1**

I'd like to start by welcoming you all here today. My name is Petra Schmidt and I'm the Marketing Manager for Green World drinks. The purpose of this presentation today is to bring you up to date with our latest products and with the latest developments in our company.

So, let me begin by giving you an outline of my talk today. First of all, I'll give you a brief account of the history of Green World drinks. Then I'll run through our current product range and describe all the exciting products we can offer your customers. After that I'll give you a brief description of some of the new products we are launching next month. Finally, I'll look at the future prospects for the company in an increasingly competitive market. May I invite you to ask any questions at the end of the presentation. Thank you.

Right. Let's start by looking at the history of Green World drinks. As you can see on this diagram, the company was founded in 1994 by two brothers who had the idea of producing 100% organic soft drinks. They started with just one product, Green World soda, and just one small room to produce it in! ...

... and that brings me to the end of this part of my presentation. I hope you now have a clear picture of how Green World began and its position in the market.

Part 2

So, to move on to the current product range. At the moment we have 15 different Green World products. These range from the original organic soda drink to the highly successful organic fruit juices made from local seasonal fruits. We believe that these have been particularly popular because they go against the modern trend of importing exotic fruits from around the world at great expense and also at a great cost to the environment. We use seasonal fruits such as cherries and apricots in our drinks and the sales figures show just how popular these are ...

... Right. That's our current product range. Now let me move on to the new products we are launching next month. If you look at this chart, you will see that there are seven new drinks in total and we are confident that each one will be a great success. So, let's look at them in detail. First of all, ...

... Good. I hope you now have a clear idea of the kind of products we are introducing this year. Now I'm going to turn to the future prospects of the company and how I believe it is going to perform in the face of some very strong competition in this sector...

... Ok then. To sum up. Green World is now a well established player in the soft drinks market in this country, focusing on organic drinks using local produce. We face strong competition in the soft drinks market overall but we feel we are in a strong position with our highly specialized products. Our plan to move into the export market should ensure that the company continues to grow in the coming years. That brings me to the end of my presentation today. Now, if there are any questions ...

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Listen to the presentation by the Marketing Manager of a soft drinks company and do these short tasks:

A. Order of the presentation

Listen to the speaker's introduction and put these into the correct order:

- 1 the current product range
- 2 the future prospects for the company
- 3 the history of the company
- 4 questions
- 5 new products

B. Adverbial linking phrases

Listen to the introduction again and put these expressions into the correct order:

- 1 after that
- 2 finally
- 3 first of all
- 4 then

C. Starting

Listen to the first part of the presentation and complete these sentences using the exact words the speaker uses:

- 1 I'd like to by you here today.
- 2 The of this presentation is to ...
- 3 Let me by giving you an of my talk today.
- 4 Right. start looking at the history ...

D. Moving on

Listen to the second part of the presentation and complete these sentences using the exact words the speaker uses:

- 1 So, to to the current product range.
- 2 Now me move on to the new products ...
- 3 Now I'm going to to the future prospects of the company ...

E. Ending

Listen to the second part of the presentation again and complete these sentences using the exact words the speaker uses:

- 1 OK then. To up, Green World is now a ...
- 2 That me to the of my presentation today.

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Look at this short presentation.

There are a number of problems associated with cheap air travel. **In the first place**, the rapidly increasing number of flights means that the skies over major cities are becoming more congested and, as a consequence, potentially more dangerous. **Secondly**, the carbon emissions produced by these flights could have serious consequences for the environment and contribute to global warming. **Another problem** is the increased level of noise pollution, which is a particularly important question for people living near major airports. **On the other hand**, cheaper air travel has meant that many people who were previously unable to fly because of the cost can now enjoy holidays abroad. **Furthermore**, budget airlines now offer flights to a wide range of destinations that were not previously available through the national airlines. **Another advantage** of the age of cheap air travel is the fact that many budget airlines use regional airports and this is very convenient for many travellers. **All in all, however**, the disadvantages probably outweigh the advantages, especially as regards environmental factors.

1. Adverbial linking phrases

Look at the expressions in bold type and answer these questions:

- 1 Which one is used to sum up the argument?
- 2 Which one is used to change to the other side of the argument?
- 3 Which two expressions introduce a second or further point?
- 4 Which expression introduces the first point?
- 5 Which two expressions introduce opposing points?

2. Writing a short presentation

Now use the same adverbial linking phrases to prepare a short presentation. Keep the discourse markers in the same position but use your own ideas to complete the presentation. Choose your own topic.

There are a number of problems associated with **In the first place**
 **Secondly**,
 **Another problem is**
 **On the other hand**,
 **Furthermore** **Another**
advantage is **All in all, however**,



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More adverbial linking phrases

Use these words and expressions to fill the gaps in this extract from a presentation:

 furthermore however in addition first and foremost apart from I'd like to begin
 for example secondly last but not least as far as ... is concerned

- 1 by highlighting some of the key features of the High Alps holiday centre.
- 2, it offers visitors luxury accommodation in a beautiful alpine setting.
- 3, the centre is equipped with first-class sports facilities for all kinds of sporting activities.
- 4, the centre contains three restaurants, a self-service cafeteria, three bars and a terrace café.
- 5 the surrounding area, the High Alps holiday centre is close to some of the most dramatic scenery in the country.
- 6 the mountains with their opportunities for skiing and hiking, there are also a number of beautiful lakes in the vicinity.
- 7, we also have to remember that not everyone who visits the centre wants to engage in sporting activities.
- 8 Some people may simply want to relax or go shopping in the centre's designer shops,

- 9 to shopping, the centre also offers a professional entertainments programme.
- 10, our highly trained staff are at your disposal 24 hours a day to cater for your every need. Enjoy your stay with us!