

## Talk low, talk slow and don't say too much.

JOHN WAYNE, HOLLYWOOD FILM STAR

**1** Think of successful talks you've been to in the past. What made them so successful? Complete the following list of elements that make a good presentation using the words in the boxes.

a-e appearance contact humour knowledge talk

f-j attitude language preparation visuals voice

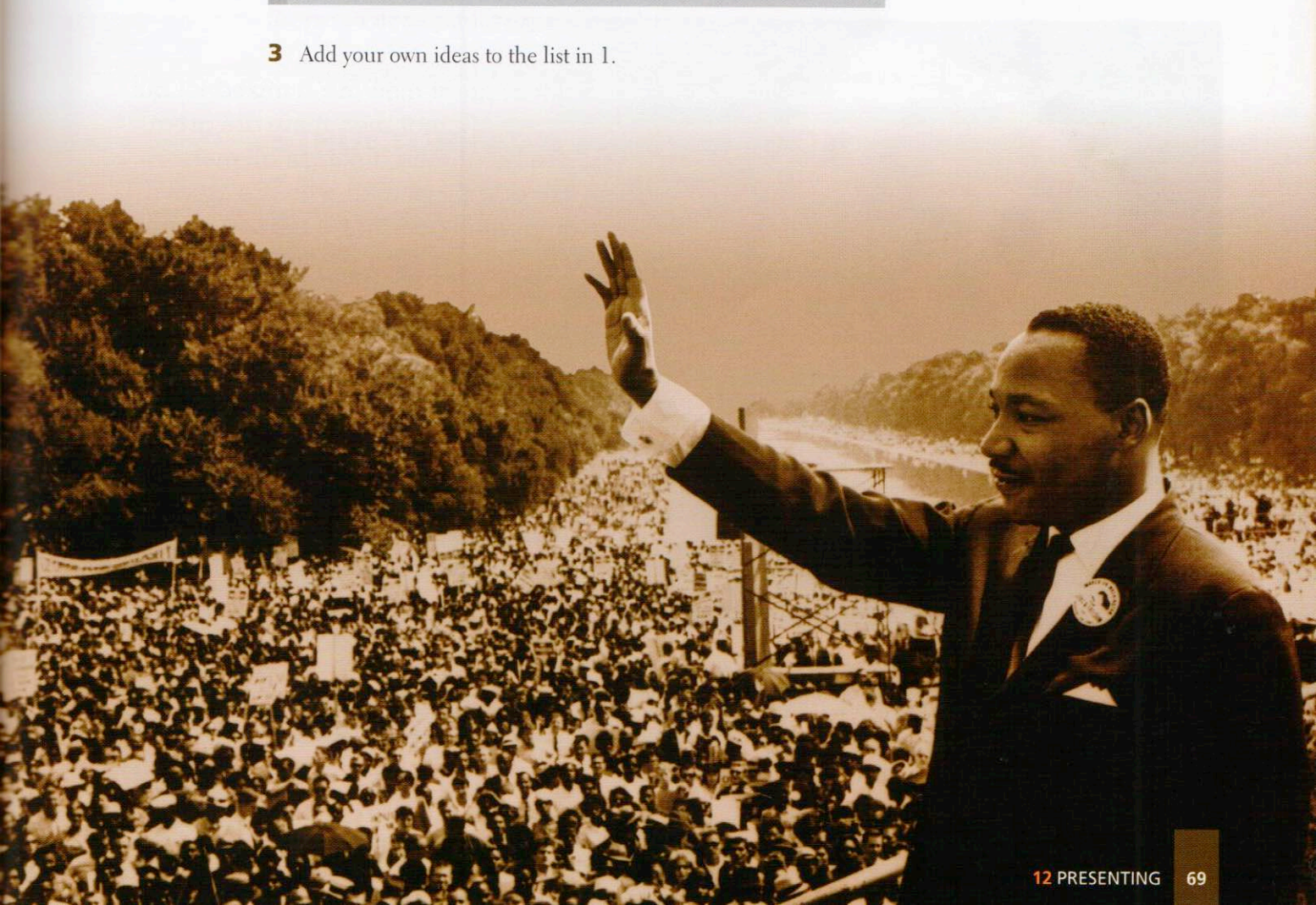
To be a good presenter you need ...

- a a well-structured .....
- b thorough subject .....
- c a smart and professional .....
- d a good sense of .....
- e good eye .....
- f an enthusiastic .....
- g a strong .....
- h a creative use of .....
- i expressive body .....
- j careful .....

**2** With a partner, discuss the elements in 1 and number them in order of importance. Use the phrases below in your discussion.

What you need most of all is ... You don't need ..., as long as ...  
 Another important thing is ... ... can make a real difference  
 I think ... is pretty important too It helps if ..., but it's not essential

**3** Add your own ideas to the list in 1.







## DELIVERY

- 1 Read the text below. Is it good advice?

### Did you know ...

that almost thirty million business presentations are given every day? And yet, in surveys, most managers say they are more afraid of public speaking than anything else – even death! To overcome nerves, a lot of presentation trainers advise you to 'just be yourself'.

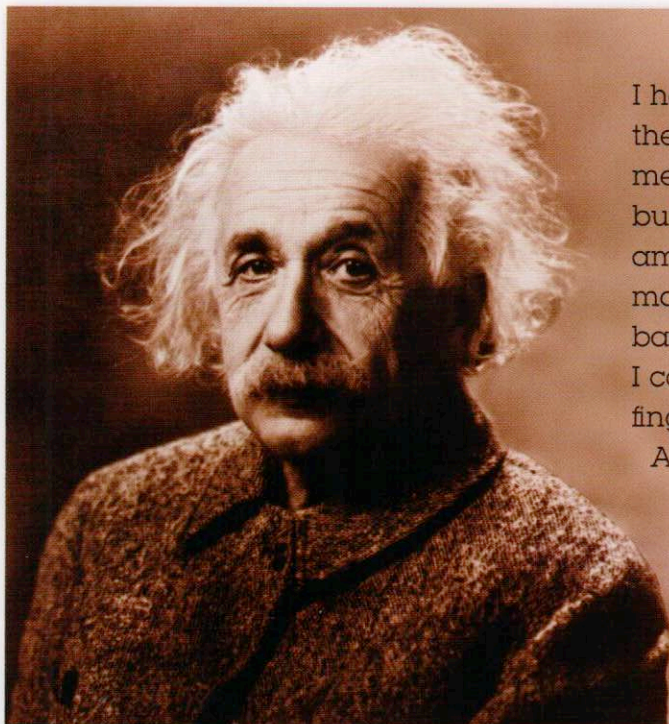
- 2 2.20 Listen to three people speaking. Concentrate on the way they sound. Do you think they are having a conversation or giving a presentation? Write C or P next to each extract.

1 <input type="checkbox"/>	4 <input type="checkbox"/>
2 <input type="checkbox"/>	5 <input type="checkbox"/>
3 <input type="checkbox"/>	6 <input type="checkbox"/>

- 3 Discuss with a partner. How is speaking to an audience – even a small one – different from speaking to a group of friends? Think about the following:

- how clearly you speak
- how quickly you speak
- how often you pause
- how emphatic you are

- 4 2.21 Look at this famous toast to Albert Einstein by writer George Bernard Shaw. The extract is unpunctuated. Mark ( | ) where you think the speaker paused. Then listen and check.



I have said that great men are a mixed lot but there are orders of great men there are great men who are great men amongst all men but there are also great men who are great amongst great men and that is the sort of great man whom you have amongst you tonight I go back 2,500 years and how many of them can I count in that period I can count them on the fingers of my two hands Pythagoras Ptolemy Aristotle Copernicus Kepler Galileo Newton Einstein and I still have two fingers left vacant my lords ladies and gentlemen are you ready for the toast health and length of days to the greatest of our contemporaries Einstein.

- 5 a Listen again and underline the stressed words.  
 b Is there a connection between what we stress and where we pause?  
 c What's the effect of pausing less often?  
 more often?



## A TEAM PRESENTATION

**1** Look at the following information from First Direct. You are going to use this information to practise delivering a presentation. Mark the pauses and stressed words. With a partner, first 'present' the information clearly and professionally. Then 'present' the information enthusiastically and dramatically. Which sounds better?

### Presenter 1

When you join First Direct you experience something unbelievable. A bank designed around you, which doesn't expect you to fit round it.

### Presenter 2

A bank which recruits people who like to talk. A bank which gives its people all the information they need to enable them to help you. A bank which believes in sorting your money out for you without you having to ask.

### Presenter 1

Funny kind of bank? Unbelievable? Even a little magical? Yes, but also efficient, safe and secure.

### Presenter 2

You can, naturally, choose when, where and how to deal with your money. We're open 24 hours a day. Our people are ready to talk to you, whenever you call.

### Presenter 1

And wherever you might be in the world, you can bank online. Receive information online. Buy online. We can even send banking messages to your mobile phone.

### Presenter 2

Join First Direct and feel good about your bank; it's your money after all.

**2** In the extract above find examples of

- a repetition
- b rhetorical questions
- c grouping points in threes
- d pairs of contrasting points

**3** Match the items in 2 to why they are effective.

- 1 you invite your audience to try to anticipate your answer ☐
- 2 you create a satisfying sense of completeness ☐
- 3 you make sure your audience doesn't miss your main points ☐
- 4 you emphasise what you're saying by using the power of opposites ☐

## STRUCTURING A PRESENTATION

**1** The following expressions help you to give a clear structure to a presentation. Complete them using the correct preposition.

about back for of off on to up

- a To start ....., then, ...
- b To move ..... to my next point, ...
- c To go ..... to what I was saying, ...
- d To turn now ..... a different matter, ...
- e To say a bit more ..... that, ...
- f To give you an example ..... what I mean, ...
- g To digress ..... a moment, ...
- h To sum ....., then, ...

**2** Which of the expressions above are used to

- 1 return to an important point? ☐
- 2 repeat the main points? ☐
- 3 talk about something unconnected? ☐
- 4 begin the presentation? ☐
- 5 expand a point? ☐
- 6 change the subject? ☐





## USING VISUALS

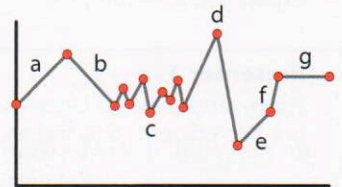
**1** You can draw attention to your visuals by using the phrases below. Complete them using the words in the box.

give have mean point see show

- a ..... a look at this. d The figures clearly .....  
 b As you can ....., ... e To ..... you the background to this.  
 c I'd like to ..... out ... f So, what does this ..... in terms of...

**2** Which parts of the graph on the right do the following verbs refer to?

- rise ☐ level off ☐ fluctuate ☐ peak ☐  
 recover ☐ bottom out ☐ fall ☐

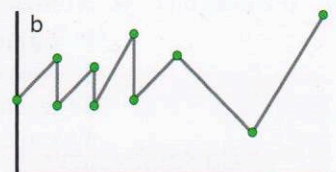
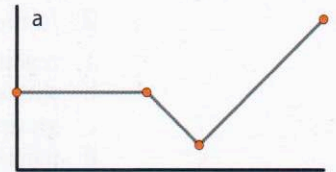


## A TECHNICAL PROBLEM

**1** **2.22-2.24** Listen to a stock trading company manager describe how his team solved a problem with the company's website.

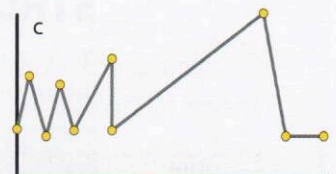
### Part A

- 1 Underline the two things the manager does to open his presentation.  
 a ask a question  
 b tell a joke  
 c tell a story  
 d quote some figures  
 2 What's the significance of the following facts and figures?  
 a 9  
 b 250,000  
 c 3  
 d 60,000



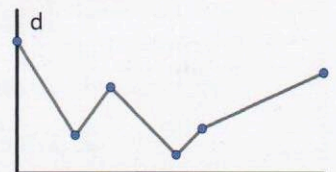
### Part B

- 3 What three problems was the company having with its website?  
 4 Having improved the website, what are E-Stock's two current objectives?



### Part C

- 5 Which graph on the right does the speaker refer to?  
 6 What three things does the manager do to close his presentation?  
 a he sums up his talk  
 b he quotes a well-known person  
 c he refers people to his report  
 d he invites questions



**2** Read the following sentences from the presentation in 1.

- a When we first **went** online, we **were getting** over 250,000 hits a day.  
 b The problem **was** not the service we **were offering**, but the website itself.  
 c A fault we **hadn't noticed** in the programming **caused** 1,500 people to invest in a company that didn't even exist.  
 d The next thing **was** internet advertising, winning back the customer confidence we'd **lost**.

In which of the sentences above do the verbs in **bold** refer to things

- happening at the same time? ☐ ☐  
 happening one after the other? ☐ ☐



## GIVING A SHORT PRESENTATION

Choose one of the situations below and prepare a short presentation.

### Situation 1

You have been given the job of introducing a celebrity guest speaker who has come to give a motivational speech to your company. You can choose anyone you like from the worlds of business, sport, entertainment, media, science or politics.

Use some of the frameworks below to help you prepare, but change whatever you need to. Try to use contrasts, repetition, rhetorical questions and groups of three in your speech. You should aim to speak for about two minutes. Your guest speaker is making a surprise appearance, so don't announce who it is until the end of your introduction. See if people can guess who it is!

It was ... who said ... . Our guest this evening is a perfect example of that.

How do you describe someone who ..., who ... and who ...?

He/She showed the first signs of ... at the age of ... .

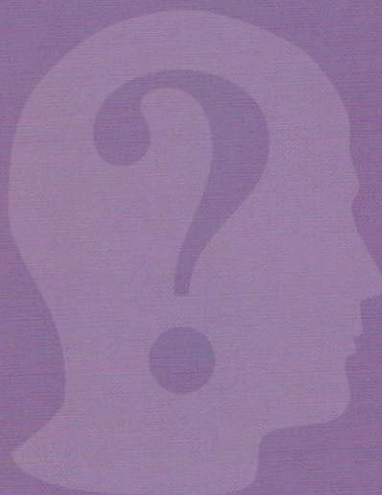
And at the age of ..., he/she had already ... and was beginning to ... .

Highlights of his/her career include ..., ... and ... . When asked ... , he/she said ... .

Not only is our guest ..., he/she is also ... . A good example of that is when ... .

Truly, in the world of ... no-one has done more to ..., to ... and to ...

Ladies and gentlemen, please give a warm welcome to ...



### Situation 2

You have been chosen to present the Business World award for most innovative product of the last quarter-century. You can choose any product you like from household to electrical goods, cars to clothes and machines to medicines.

Use some of the frameworks below to help you prepare, but change whatever you need to. Try to use contrasts, repetition, rhetorical questions and groups of three in your speech. You should aim to speak for about two minutes. Nobody at the awards ceremony knows who the winner is, so don't announce who it is until the end of your introduction. See if people can guess what it is!

Once every ... years or so a product comes along which totally changes the way we ... .

... is/was such a product. Not only is/was it ..., it is/was also ... and ... .

How do you begin to describe something which literally revolutionised the ... industry?

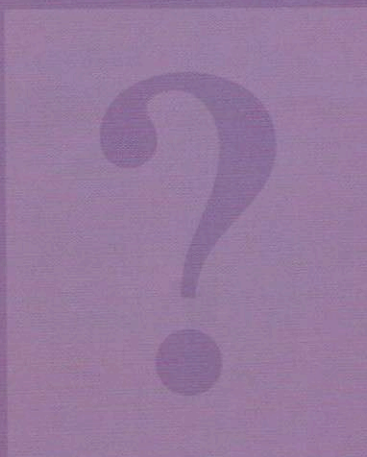
When I tell you that it sold over ... million units, you will not be surprised.

... once said that this product was the most ... .

I could also tell you that it is/was... and that ... . But that would fail to do it justice.

The ... is quite simply the best ... ever invented.

Ladies and gentlemen, the winner of the award for most innovative product is ...







## 12 PRESENTING

### LANGUAGE LINKS

#### Vocabulary: Presentations

##### Communication skills

Complete the collocations by writing the nouns in the right-hand boxes. They are all things you might do in a presentation.

figures a graph an issue jokes a point questions

make stress		describe refer to	
quote compare		tell crack	
address raise		field deal with	

##### Trends and change

Read the following news headlines and mark each of the verbs and nouns of change according to what it describes: ↘, ↗, ↑, ↓, →, √, ∞, ∧, ∨. The first three have been done for you as examples.

- Housing slump [↓] as interest rates climb [↗] to 7%.
- Oil prices reach new peak [∧] as fear of terrorism increases [ ].
- Asian stocks recover [ ] after sudden fall [ ] to monthly low [ ].
- As China rises [ ], pollution soars [ ] to all-time high [ ].
- Spanish market stabilises [ ] after two-month slide [ ].
- Wild fluctuations [ ] in the price of paper destabilise [ ] the publishing industry.
- Stocks rebound [ ] after substantial losses [ ] in early trading.
- Steady decline [ ] in white-collar jobs in the West caused by outsourcing boom [ ].

#### Grammar: Past continuous

Affirmative / Negative			Interrogative		
I he she it	was / wasn't	working	was wasn't	I he she it	working?
you we they	were / weren't		were weren't	you we they	

1 Match the examples of the Past Continuous below to what they describe.

*I met my wife while I was working as a teacher in Barcelona. (1)*

*He was studying to be a doctor when he dropped out of university and decided to go into business instead. (2)*

*We were going to Vienna for a training weekend, but it was cancelled. (3)*

*You were always working late when you had that job in the City. (4)*

- a past action which was interrupted or not completed ☐
- the background to a more important event ☐
- repeated actions in the past ☐
- previous plans ☐

2 Correct the following conversation. Three of the verbs in the Past Continuous should be in the Past Simple and vice versa.

**Inge** Ah, Peter. I was wondering if I could have a word with you?

**Peter** Hello, Inge. Er, sure. I just went out for lunch, but, er, what was it about?

**Inge** Well, I was seeing Dieter the other day and he told me you're leaving.

**Peter** Oh, well, yeah, that's right. Actually, I was deciding a month ago, but I didn't think anybody was knowing about it yet.

**Inge** Oh, yes. The whole department talked about it when I came in this morning. They still talked about it when I left.

The Past Continuous can suggest a continuing feeling or attitude, so you can use it when you want to put gentle pressure on someone to do something.

- I was wondering if you could help me. (And I still am. So will you help me?)*
- I was looking for something cheaper. (And I still am. So have you got anything cheaper?)*
- We were hoping for a bigger discount. (And we still are. So how about a bigger discount?)*

#### Past Perfect

Affirmative / Negative			Interrogative		
I you he she it we they	had / hadn't	worked	had hadn't	I you he she it we they	worked?

- By the time I arrived at the party everyone had left. (1)*
- I was halfway to the airport before I realised I'd forgotten my passport. (2)*



### 3 Look at the examples on page 74.

- What happened first: my arrival or everyone's else's departure?
- Put the events in chronological order: getting halfway to the airport, forgetting your passport, realising your mistake.

The Past Perfect is often used to look back from a time in the past to an earlier time.

### Past Simple, Past Continuous or Past Perfect?

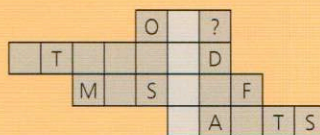
4 Complete the following anecdote by underlining the most appropriate verb forms. Read the whole sentence before you make your choice.

'Apparently, there was this guy working for a financial services company in the City. Anyway, it (a) **was being / had been** a really tough year, so he (b) **decided / was deciding** to take a nice long holiday. He (c) **just cleared / was just clearing** his desk, when he (d) **suddenly remembered / had suddenly remembered** what (e) **was happening / had happened** the last time he (f) **was / was being** off work. He (g) **was coming / had come** back to an inbox containing hundreds of e-mails. So this time he (h) **came up / had come up** with a bright idea to prevent it happening again. What he (i) **did / was doing** was this: he (j) **set / had set** his computer to automatically send a message to anyone e-mailing him, telling them that he (k) **was / had been** in the Caribbean for two weeks and not to e-mail him again till he (l) **got back / was getting back**. Then, just as he (m) **was leaving / had left** the office, he (n) **thought / was thinking** he would e-mail his best friend and tell him all about his holiday plans. Unfortunately, his best friend, who (o) **was going / had gone** on holiday the day before, (p) **was setting up / had set up** his computer in exactly the same way. So the two PCs (q) **proceeded / were proceeding** to e-mail each other every few seconds for the whole fortnight, while these two guys (r) **were enjoying / had enjoyed** themselves on holiday, totally unaware. I (s) **heard / had heard** that so many messages (t) **were finally building up / had finally built up** on the company's server that it (u) **crashed / was crashing**, costing the firm millions! True story. Austin in accounts told me.'

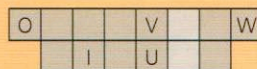
### Phrase bank: The language of presentations

The following expressions are all useful in presentations, but some letters are missing from the final words. When you have completed them, the letters down the middle should make a good piece of advice for a presenter.

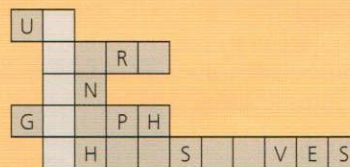
- Can everybody hear me ...
- Right, let's get ...
- Let me introduce ...
- I've divided my presentation into three main ...



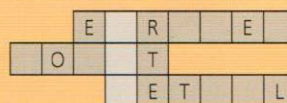
- Just to give you a brief ...
- I'll be saying more about this in a ...



- I'm sure the implications of this are clear to all of ...
- There's an important point to be made ...
- OK, let's move ...
- I'd like you to look at this ...
- As you can see, the figures speak for ...



- To go back to what I was saying ...
- Are there any questions you'd like to ask at this ...
- I'd like to look at this in more ...



- Let's just put this into some kind of ...
- Perhaps I should expand on that a ...
- To digress for a ...
- So, to sum ...
- That brings me to the end of my ...
- Thank you. I'm sure you have many ...

