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## **HOW TO MAKE A SUCCESSFUL PRESENTATION**

МИНИСТЕРСТВО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ  
ОРЛОВСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ

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## **HOW TO MAKE A SUCCESSFUL PRESENTATION**

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Данное учебное пособие представляет собой учебные задания для работы студентов на аудиторных занятиях и дома. Оно является дополнением к учебнику «Английский язык» Н.М. Карачаровой, А.А. Масленниковой, Э.Ф. Осиновой.

Аутентичный материал и упражнения, содержащиеся в пособии, направлены на формирование навыков и умений монологической и диалогической речи по устной теме. Материал пособия охватывает тематически направленную лексику и речевые штампы, а также грамматические явления, наиболее важные для правильного понимания и построения высказываний на английском языке.

Предназначено студентам, обучающимся по специальностям: «Финансы и кредит» (060400), «Бухгалтерский учет, анализ и аудит» (060500), «Государственное и муниципальное управление» (061000), «Менеджмент организации» (061100), «Маркетинг» (061500), «Налоги и налогообложение» (351200), а также слушателям Президентской программы по подготовке управленческих кадров народного хозяйства.

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## INTRODUCTION (ВВЕДЕНИЕ)

Цель данной работы - обучение навыкам эффективного общения в деловой сфере, представления информации, презентации.

В последнее время расширение деловых связей с англоязычными странами вызывает необходимость в более детальном изучении культурных и деловых особенностей англоязычных стран. С этой целью в пособии используются оригинальные тексты для чтения и перевода, словарь и лексические упражнения, направленные на расширение активного словаря и развития языковой догадки ( интернационализмы, словообразование, синонимы и так далее). Учебное пособие может быть рекомендовано обучающимся по Президентской программе, а также изучающим деловой английский («Business English»). Представлены материалы различной степени трудности, часть из них может быть использована в современных группах.

В пособие включена информация о правилах проведения презентации, видео- и аудио материал, упражнения на формирование навыков монологической и диалогической речи.

Учебное пособие имеет практическую направленность. Основной целью является развитие навыков устной речи. Материал ориентирован на активные и интенсивные методы обучения иностранным языкам.

Данное учебное пособие предназначено для студентов 2 курса экономических, юридических специальностей, изучающих дисциплину «Английский язык».

# 1 BUSINESS ENGLISH COURSE

**Areas:** Social Survival (SS); Business content (BC); examination and interview (EI); academic environment (AE)

## **General aim:**

The aim of the BE course is to enable the management trainees to:

- 1) communicate effectively in day-to-day situations, in both business and study environments overseas;
- 2) pass the final examinations (BULATS);
- 3) successfully participate in any interviews or debriefings.

## **Objectives:**

### 1. *Knowledge objectives*

#### a) *Language Knowledge:*

- develop grammatical awareness and accuracy;
- build up relevant vocabulary;
- know the International phonetic alphabet (IPA);
- raise awareness of what constitutes appropriate language in various contexts.

#### b) *Subject Content Knowledge:*

- obtain, build and consolidate background knowledge of the Russian economy management and other spheres within the world of business relevant to management trainees' future training and attachments overseas;
- extend and develop trainees' cultural knowledge and awareness of various environments company, inter-company, national and international.

### 2 *Skills Objectives:*

#### a) *Professional Performance*

By the end of the Business English course, management trainees should be able to:

- exchange information with friends and colleagues;
- understand and describe company structure and organization;
- give short presentations on a variety of topics;
- transfer information from/into tabular/graphic form;
- read business correspondence and documentation of various types;
- handle simple routine telephone calls;
- deal with day-to-day situations (in social and business contexts) and day-to-day survival in host country;
- participate in meetings and discussions when required;

- empathize with people from different cultural backgrounds, and understand different behavioral patterns and attitudes.

b) Learning

During the course, trainees should learn to:

- use a dictionary effectively;
- exploit all types of memory (for learning language/language skills);
- use learning aids/devices such as mind-maps and lexical notebooks and develop skills in using self-study materials;
- confidence in expressing themselves in English unselfconsciously

## **2 HOW TO BECOME A GOOD PRESENTER**

### **1. LEAVE NOTHING JO CHANCE**

Check everything before you are due to speak - room, seating, visibility, acoustics and equipment.

### **2. KNOW EXACTLY HOW TO START**

Plan the first minute of your presentation down to the last detail. Try to memorize your opening words. This will help you to sound confident and in control.

### **3. GET STRAIGHT TO THE POINT**

Don't waste time on long boring introductions. Try to make at least one powerful statement in the first two minutes.

### **4. TALK TO YOUR AUDIENCE**

Many of the best presentations sound more like conversations. So, keep referring back to your audience, ask them questions and respond to their conversations.

### **5. KNOW WHAT WORKS**

Certain things are always popular with an audience: personal experiences, stories with a message, dramatic comparisons, amazing facts they didn't know.

### **6. BE CONCISE**

Keep your sentences short and simple. Use deliberate pauses to punctuate your speech.

### **7. SPEEK NATURALLY**

Don't be afraid to hesitate when you speak, but make sure you pause in the right places. Remember, you are not an actor trying to remember lines. A certain amount of hesitation is actually quite natural.

## **8. KNOW YOUR AUDIENCE**

Speak for your audience, not yourself. Take every opportunity to show how much common ground you share with them. Address *their* goals, *their* needs, *their* concerns.

## **9. TREAT YOUR AUDIENCE AS EQUALS**

Never talk down (or up) to your audience. Treat them as equals, no matter who they are.

## **10. BE YOURSELF**

As far as possible, speak to five hundred people in much the same way you would speak to five. You will obviously need to project yourself more, but your personality shouldn't change.

## **11. TAKE YOUR TIME**

Whenever you make a really important point, pause and let the full significance of what you have said sink in before you move on.

## **12. DON'T MAKE A SPECIAL EFFORT TO BE FUNNY**

If you make a joke, don't stop and wait for laughs. Keep going and let the laughter (if it comes) interrupt.

## **13. LET YOUR VISUALS SPEAK FOR THEMSELVES**

Good visuals are just that - visual. Don't put boring tables of figures and long lines of text on the overhead and read them out. Stick to the main points. Experiment with three-dimensional charts, cartoons, interesting typefaces- anything to catch your audience's attention.

## **14. NEVER COMPETE WITH YOUR VISUALS**

When showing a visual, keep quiet and give people time to take it in. Then make brief comments only. Point to the relevant parts of the visual as you speak. If you want to say more, switch of your projector to do so.

## **15. DEVELOP YOUR OWN STYLE**

Learn from other public speakers, but don't try to copy them. Be comfortable with your own abilities. Don't do anything that feels unnatural for you, just because it works for someone else.

## **16. ENJOY THE EXPERIENCE**

The secret of being an excellent speaker is to enjoy the experience of speaking-try to enjoy the experience!

## **17. WELCOME QUESTIONS FROM YOUR AUDIENCE.**

When members of your audience ask you a question, it is usually because they have a genuine interest in what you are saying and want to know more. Treat questions as an opportunity to get your message across better.



## 18. *FINISH STRONGLY*

When you are ready to finish your presentation, slow down, and lower your voice.

Look at the audience and deliver your *final* words slowly and clearly. Pause, let your words hang in the air a moment longer, smile, say *Thank you* and then sit down.

## 3 SOME HINTS FOR A SUCCESSFUL PRESENTATION

### PREPARATION:

- **Planning.** Plan your presentation carefully. Thorough preparation will make you more confident and help you overcome your nervousness.
- **Objectives.** Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?
- **Audience.** Who exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?
- **Content.** Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.
- **Approach.** A good rule of thumb is to tell your audience what you're going to say, say it, and then tell the audience what you've said. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support is appropriate. You might also like to include one or two anecdotes for additional variety and humor.
- **Organization.** Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarize the point of your presentation, thank the audience for their attention, and invite questions.
- **Visual aids.** If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead pro-

jector or flip-chart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear - don't try to too much information on each one.

- **Rehearsal.** Allow time to practice your presentation - this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

#### DELIVERY:

- **Nerves!** You will probably be nervous at the beginning of your presentation. Don't worry - most people are nervous in this situation. Try not to speak too fast during the first couple of minutes - this is the time you establish your rapport with the audience and first impressions are very important. You may find it helpful to memorize your introduction.

- **Audience rapport.** Try to be enthusiastic - your interest in the subject matter will carry your audience along. Look around your audience as you speak - eye contact is essential for maintaining a good rapport. You will also be able to pick up signals of boredom or disinterest, in which case you can make your presentation short.

- **Body language.** Stand rather than sit when you are delivering your presentation and try to be aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

- **Voice quality.** You must be clearly audible at all times - don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

- **Visual aids.** Use your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

- **Audience reaction.** Be ready to deal with any hostile questions. Polite, diplomatic answers are a good disarming tactic, but if you should find yourself 'under fire', suggest that the audience keeps any further questions until the end of the presentation and continue with your next point.

#### LANGUAGE |

- **Simplicity.** Use short words and sentences that you are comfortable with. There is no benefit in difficult language.

- **Clarity.** Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts. Avoid jargon unless you are sure all your audience will understand it.

- **Signaling.** Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is tasking.

## 4 STRUCTURING A PRESENTATION

### ***Introduction***

The purpose of this presentation is to .....

I'd like to give you some information about.....

My presentation today is about.....

Today I'm going to .....

### • ***Sequencing the Ideas:***

There are four main areas to be considered:

First..... Second ..... Third ..... Fourth .....

First..... Then ..... After that..... Finally

I'll begin by looking at..... Then I'll explain .....

### • ***Establishing a Bridge:***

So, first of all, I'd like to .....

Let's now move on to look at.....

This brings me to my next point.....

My next point is .....

I'd now like to turn to .....

### • ***Linking with a Previous Point:***

As I mentioned earlier,.....

As I said at the beginning/in my introduction,...

### • ***Referring to Visuals:***

As you can see from this table, .....

If you look at this curve, you will see that It's quite clear from these figures that .....

### ***Summarizing:***

So, to summarize, .....

So, to sum up (the main points briefly), .....

### • ***Concluding:***

In conclusion, .....

I would like to conclude by (saying) .....

My recommendation, therefore, would be to I therefore propose that we should be to.....

I therefore propose that we should.....

Good morning, ladies and gentlemen. Today, I'm going to talk about changes in consumer prices in Britain, the United States, France, Germany and Japan during the period 1988 to 1991.

First of all, let's look at a country whose price inflation was higher than anyone else's during this period. As you can see from the graph, price inflation in Britain stood at around 5% in 1988, rising to almost 10% in 1990, before falling back to 4% in 1991.

Now, if we turn to another large trading country, Japan, we can see that the situation is different. Price inflation in Japan was as low as 1% in 1988, and even though it subsequently rose, it was always well below 4%.

Finally, let's look at Germany, the only country experiencing a rise in inflation in 1991. This rise from around 2% in 1990 to over 3% in 1991 was largely due to the extra costs of re-unifying East and West Germany.

In conclusion, we can observe that Britain had the highest rate of inflation of the five countries examined throughout this period, although the gap narrowed substantially in 1991.

#### 1 Presentations: 1. Introductions

When giving a presentation it is essential to have a clear idea of what you want to achieve e.g. Do you want to inform your audience about essential facts, or to persuade them to accept your proposal? This main purpose or aim needs to be briefly stated in the opening part of a presentation.

(1) Video: You will hear the introductions from four presenters Complete the statements below:

- a. In presentation one the presenter wants the audience to accept \_\_\_\_\_;
- b. In presentation two the presenter wants to inform the audience about \_\_\_\_\_;
- c. In presentation three the presenter wants to explain \_\_\_\_\_;
- d. In presentation four the presenter wants to convince his audience to \_\_\_\_\_;

***Here are some useful expressions for stating the purpose of your presentation:***

- *In my presentation today I'll be proposing two new techniques which we need to incorporate in ...;*
- *This morning I'd like to review progress on the AFT A project;*
- *The subject/topic of this presentation is CBT for operator training;*
- *In my presentation today I'm going to explain the technical problems involved in....*

If you want to create more impact, you can change the normal word order and begin your statement of purpose with the word "what" e.g.:

- *What I'd like to do this morning is present the results of the study...*
- *What I'll be proposing in my presentation are two techniques which we need to....*

**Tasks:**

**1. Look at the table below**

What would you say to outline the purpose of these three presentations? Complete the phrases on the right. The first has been done for you as an example.

Purpose	Your words
Analyze the market for luxury holidays in the US.	In this presentation I'll be analyzing for luxury holidays in the US.
a. Review the performance of .....	In my presentation today
Aqua-Sparkle.	
Examine the case for a new brand of coffee for the French market.	This morning .....

**2 Restate the purpose of these presentations using the word "what"**

**Example:**

What I'll be analyzing in this presentation is the market for luxury holidays in the US.

**Or:**

What I'll be doing in this presentation is the market for luxury holidays in the US.

**Signposting your presentation**

Many successful introductions include information about the main points to be developed during the presentation, and the order in which the presenter will develop these. This is called *signposting*.

**1. Listen to the Introduction 1 again and complete the missing words in the extract:**

What I'd like to do this morning is to present the results of our study into the consolidation of your computer activities in Europe.

.....  
three..... points.

..... some background information about the LX project team .....  
.....the current organization of your European data centers.  
..... our recommendations.....

**2. Watch version 1 of the video from 06.12. to 07.23 and make notes of the language for signposting a presentation**

**Here are some useful expressions for signposting a presentation:**

- *I'll be developing three main points.*
- *First, I'll give you . . . Second, . . . Lastly, ...*
- *My presentation will be in two main parts. In the first part I'll . . . And then I'll . . . Firstly, I'd like to ... Secondly, we can . . . And I'll finish with ...*

**3. Expand the three introductions below.** The introduction should include: a) your statement of purpose; b) information about the main points which you will develop. The first has been done for you as an example.

**Purpose**

a. Analyze the market for luxury goods  
two

**Main points**

1. Holiday trends over the last years in the US.
2. My ideas for types of holidays to offer

**Example:**

*In this presentation I'll be analyzing the market for luxury holidays in the US. In the first part of the presentation I'll be looking at holiday trends over the last two years in the US.*

*Then, I'll give you my ideas about the type of holidays we should be offering.*

b. Review the performance of  
Aqua-Sparkle.

1. Overview for fizzy drinks market.
2. Performance of Aqua-Sparkle.
3. Outlook for the next two years.

c. Examine the case for a new  
brand of coffee for the French  
market.

1. General background about the types of coffee.
2. Patterns in coffee consumption in France.
3. Our proposal for a new blend.

**3 Choose one of the subjects below (or suggest your own subject) for a presentation**

- |                    |                              |                |
|--------------------|------------------------------|----------------|
| Water              | Energy sources in my country | Stress in life |
| transportation     |                              |                |
| Traffic in my city | Pollution in towns           |                |
| Air travel         | The press                    |                |

**Prepare an introduction for your own presentation**

**Complete the following presentation excerpts with suitable words from the box**

after that	finally	to start with	specifically	outline
illustrate	bring you up to date		purpose	then
thank	sum up	describe	tell you	concluding
interrupt				

"Good afternoon, everybody. I'd like to (1) .....you all for being here".

"My (2)..... today is to (3).....about our corporate strategy for the next decade and, more (4) ..... to (5)..... with our plans for Europe.

"(6).....I'd like to (7).....briefly our current marketing policy in the UK. (8) .....I'll quickly

.....some of the problems we're having over market share. (10).....I'll (11).....the opportunities we see for further progress in the 21<sup>st</sup> century. (12)..... I'll .....quickly.....13).....before (14) .....with some recommendations."

Please feel free to (15).....me if you have any questions at any time".

**Presentation practice**

*Prepare and give the introductions to these presentations*

	a	b	c	d
Audience	company employees	Visitors	Colleagues	Boss
Subject	Salary freeze Reasons, implemen tation	Company overview	Change in organization	Your salary increase
Purpose	To Inform	To describe	To discuss	To persuade
Time	10 minutes	20 minutes	5 minutes	1 minute !

### *Effective openings*

Communications experts are all agreed that the first three minutes of a presentation are the most important. They talk about 'hooks' - simple techniques for getting the immediate attention of the audience.

A good start makes you feel more confident. Here's how the experts suggest you 'hook' your audience:

1. Give them a problem to think about.
2. Give them some amazing facts.
- 3 Give them a story or personal anecdote.

### **TASK 1**

Look at the presentation openings below and divide them under three headings:

Problems	Amazing facts	Stories
----------	---------------	---------

What do you think each presentation was about?

1. Did you know that Japanese companies spend four times more on entertaining clients in a year than the entire GDP of Bulgaria? 40 billion dollars, to be precise. You know, that's twice Colombia's total foreign debt. You could buy General Motors for the same money.

2. Suppose your advertising budget was cut by 99% tomorrow. How would you go about promoting your product!

3. According to the latest study, by 2050 only one in every four people in Western Europe will be going to work. And two will be old age pensioners.

4. You know, R&D is 90% luck. When I think about creativity I'm reminded of the man who invented the microwave oven. He spent years messing around with radar transmitters, then noticed the chocolate in his pocket was starting to melt!

5. Statistics show that in the last ten years more people have legally emigrated to the United States than to the rest of the world put together - about half a million of them a year, in fact. Now, over ten years, that's roughly equivalent to the population of Greece.

6. Have you ever wondered why it is that Americans are easier to sell to than Europeans? And why nine out of ten sales gurus are American? You have? Well, if I could show you what stops Europeans buying, would you be interested? 7.1 read somewhere the other day that the world's highest paid executive works for Disney and gets \$230 million a year. Now



that's about \$2000 a minute! That means he's currently making more money than Volkswagen.

8. How many people here this morning hate going to meetings? Just about everybody, right? Well, imagine a company where there were never any meetings and everything ran smoothly. Do you think that's possible?

9. Have you ever been in the situation where you've had to negotiate with the Japanese? I remember when I was working in Nagoya and everybody had told me the Japanese don't like saying no. So in meetings I just kept saying *yeah* to everything. And they hated it. It turned out yeah sounds like no in Japanese!

### **Presentation**

Use the frames below to help you prepare effective openings, using the problem, amazing facts, or story technique. Whatever technique you choose, prepare your opening carefully. You should always know exactly how you are going to start:

#### ***Problem technique***

1. Suppose.....

..... How would you.....?

2. Have you ever wondered why it is that.....

.....

You have? Well, if I could show you.....

would you be interested?

3. How many people here this morning / afternoon /

evening.....? Well,

imagine.....

Do you think that's possible?

#### ***Amazing facts technique***

1. Did you know that .....,.....?

2. According to the latest study, .....

3. Statistics show that .....

4. I read somewhere the other day that .....

#### ***Story/anecdote technique***

1. You know, .....

When I think about .....

I'm reminded of .....

2. Have you ever been in the situation where .....

I remember when .....

It turned out .....

## ***Introductions***

How you begin your presentation depends on how formal the situation is. Most audiences prefer a relatively informal approach.

### **TASK 2**

Below you will find two alternative ways of introducing yourself and the subject of your presentation -one fairly formal, the other more friendly. At each stage choose the expression you would feel more comfortable using and highlight it.

#### ***FAIRLY FORMAL***

Erm, perhaps we should begin.

Good morning ladies and gentlemen.

On behalf of ..., may I welcome you to

My name's .....

#### ***MORE FRIENDLY***

OK, let's get started.

Morning, everyone.

Thank, for coming .

I'm...

For those of you who don't, know me already, I'm responsible for... This morning I'd like to ...  Discuss ... report on ... and present... If you have any questions you'd like to ask, I'll be happy to answer them. Perhaps, we can leave any questions, you may have until the end of the presentation.	As you know,...  I'm in charge of... What I want to do this morning is ... Talk to you about... tell you about... and show you... Feel free to ask any questions you like as we go along. And don't worry, there'll be plenty of time left over for questions at the end.
--	---

How happy would you be taking question a) during your presentation  
b) at the end?

### **TASK 3**

Now put together an introduction of your own using some of the expressions you chose above. Remember how important it is to be totally confident about this part of your presentation.

Don't waste a lot of time at the beginning of your presentation introducing yourself, your company and the subject of your talk. Get on with it!

## *Stating your purpose 1*

It is essential to state the purpose of your presentation near the beginning. To do this clearly and effectively you need a few simple presentation verbs:

**take a look at, report on, give an overview of etc**

### **TASK 4**

Below you will find a number of ways of stating the purpose of your presentation. Complete them using the words given. Combining the sentences with the number 1 will give you a complete introduction. Then do the same with those numbered 2 etc.

*OK, let's get started. Good morning, everyone. Thanks for conning. I'm (your name).*

**This morning I'm going to be:**

*showing talking taking reporting telling*

- 1..... to you about the videophone project.
- 2 ..... you about the collapse of the housing market in the early 90s.
- 3 ..... you how to deal with late payers.
- 4 ..... a look at the recent boom in virtual reality software companies.
- 5 ..... on the results of the market study we carried out in Austria. ...

*so, I'll begin by:*

*making outlining bringing giving filling*

- 1 ..... you in on the background to the project.
- 2 ..... a few observations about the events leading up to that collapse.
- 3 ..... company policy on bad debt.
- 4 ..... you an overview of the history of VR.
- 5 ..... you up-to-date on the latest findings of the study.

*... and then I'll go on to:*

*put discuss make highlight talk*

- 1 ..... what I see as the main advantages of the new system.
- 2 ..... the situation into some kind of perspective.
- 3 ..... you through our basic debt management procedure.

- 4 ..... detailed recommendations regarding our own R&D.
- 5 ..... in more depth the implications of the data in the files in front of you.

Highlight all the verb phrases above, e.g. *talking to you about, making a few observations about*. Notice it is not the verb alone, but, the whole phrase you need to learn.

**Focusing**

If you really want to get the attention of your audience, simple emphasis may not be enough. In English there is a way you can focus key points so that everyone knows you want them to listen to what you have to say next. Look at these examples:

We can't expect too much too soon. **What we can't do** is expect too much too soon. I'd like to approach this question from two different angles. **What I'd like to do** is approach this question from two different angles. Notice how the 'What... is ...' pattern builds up the anticipation of the audience.

**TASK 5**

**Focus the following in the same way to draw the attention of the audience:**

- 1. I'm going to talk about motivation.  
.....
- 2. I'd like to move on to the question of cashflow.  
.....
- 3. I've tried to put our recent difficulties into some kind of perspective.  
.....
- 4. We have to consider what the start-up costs might be.  
.....
- 5. I'll be making a case for getting in a team of specialists.....
- 6. I'd like you to ask yourselves a simple question.....
- 7. We're aiming to be back in the black by the end of this accounting period.....
- 8. I'm going to be looking at the arguments against networking.....
- 9. We found out how pirate copies of the CD were getting into stores...
- 10. I want to know how long it'll be before we start seeing a profit.....

## TASK 6

*Now try these. Add the words you need to focus on the second statement.*

**Highlight the words you would stress.**

1. We want higher productivity. What we ..... Is higher costs.
2. We've increased sales. What..... is increase turnover.
3. We're in a good position to improve working conditions .....  
..... in a position to do is raise salaries.
4. I'm prepared to discuss the takeover bid .....  
..... to do is get into an argument about it.
5. We're not trying to change everything .....  
..... to change is this.
6. It doesn't matter how difficult it is .....  
..... expensive it is.

### **Presentation**

Complete the following focused statements with information relevant to your work or company. First, choose a topic. Then present each point, paying particular attention to stress and intonation.

**TOPIC**.....

1. What..... is
2. What..... is
3. What..... is
4. What..... is
5. What..... is

1. What I want to know is
2. What I'm saying is .....
3. What I'm trying to say is

1. We want.....  
What we don't want is .....
2. We're trying to .....  
What we're not trying to do is .....
3. We're in a good position to .....  
What we're not in a position to do is

4. We've been able to .....

What we haven't been able to do is 5. It doesn't matter.....

What does matter' is .....

**Task for the video:**

1. Watch the piece. (Silent viewing only). Watch video from 29.03 to the end

2. What is the main topic being presented? Provide the possible titles for this piece of video.

3. Make a list of words, which, in your opinion, can the sound track, contain.

5. Watch and listen to the video once again, check your list of words, add the keywords you catch.

6. Sum up your ideas and be ready to present your sound track for this piece of video.

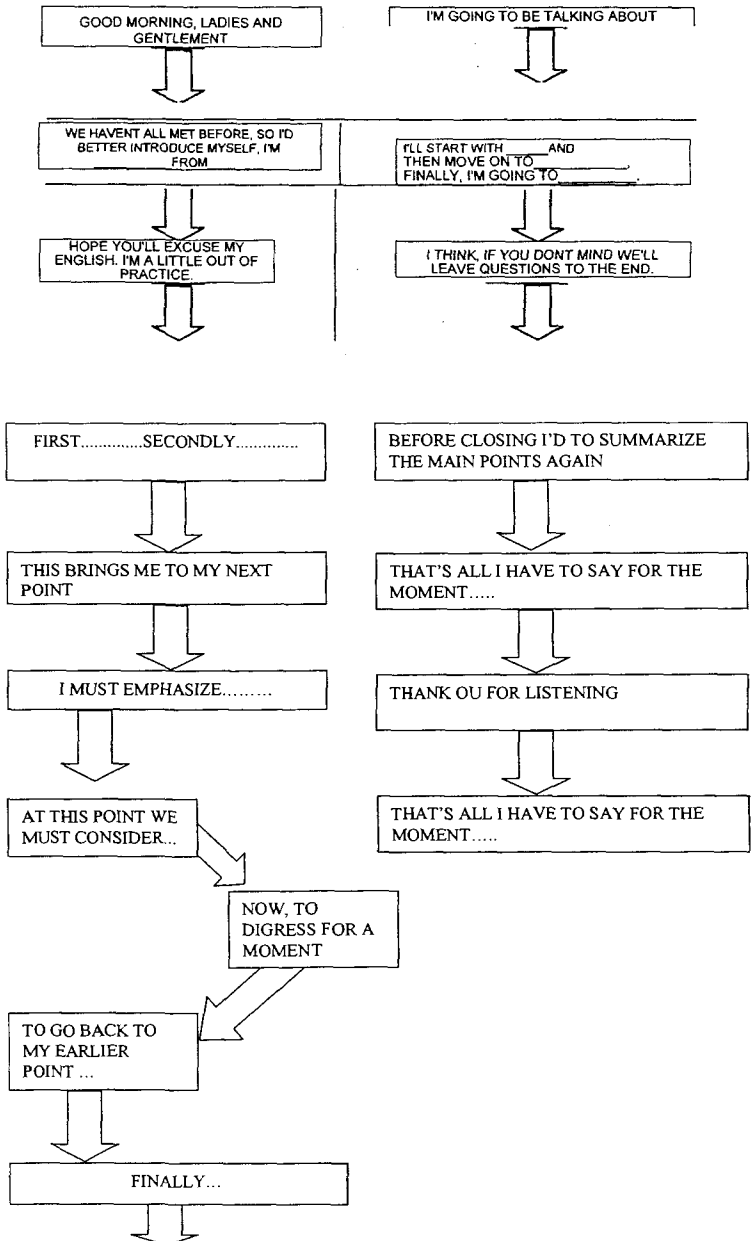
7. Present your sound track with the video to the audience.

**5. DATAFILE: GIVING A PRESENTATION**

Mr. Lopez is going to give a presentation of a new product to this colleagues in Citrus Inc., the soft drink manufacturer. He has drawn up a rough plan of the presentation. The plan shows the sequence of his talk and some of the phrases he intends to use.

*introducing yourself*

*preparing the audience*



## **Presentation Situations**

Prepare a mini-presentation to give in class; choose from the situations below:

- ❖ An architect shows plans for a new local museum and art gallery and talks about its benefits.
- ❖ A traffic expert talks about the benefits of a proposed development (a new road, bridge, etc.) to improve the traffic flow in your area.
- ❖ A company spokesperson talks about a new factory that they are planning to build in your area, with the advantages it will bring: new jobs, more money in the local economy, etc.
- ❖ A film director goes to a film company with the plans for a new film and talks about the story, the stars, the budget, etc. trying to persuade the company about how profitable it will be for them.

Use invented people names and organizations. The idea is not to go into great detail with the project themselves, but to practice the presentations language.

## **Pairwork**

### ***Presentation practice***

1. You are going to role-play a TV interview, Working with a partner which role to take -interviewee or interviewer-and read your Prepare your questions and answers before you start, (If possible record your performance and use it for feedback)

### ***Interviewer***

A news story has just broken. Hammond Electronics Inc. (an American multinational) is going to close its plant in Southern Germany and move to Portugal. The closure will result in more than 2,000 job losses. Your job is to interview the Human Resources Manager at Hammond's European headquarters in Brussels. Cover the following question areas:

- a** reasons for relocation
- b** effects of relocation
- c** policy of company for European production
- d** future in Germany

### ***Interviewee***

You are the Human Resources Manager at Hammond Electronics Inc. (an American multinational). You are based at the company's European



headquarters in Brussels. Hammond has just announced that it will close its plant in Southern Germany and move to Portugal, with the loss of 2,000 jobs in Germany. Your job is to answer questions about this decision. Prepare your answers in the following areas:

- a reasons for relocation
- b effects of relocation
- c policy of company for European production
- d future in Germany

## 6 ORAL PRESENTATION Peer Evaluation Form

Presenter: \_\_\_\_\_ Evaluator: \_\_\_\_\_

Start time: \_\_\_\_\_

Finish time: \_\_\_\_\_

### Instructions

Circle the number you think the presenter deserves. NB 10 is the highest score 1 is the lowest score

### Criteria

#### Use of voice and body language

1. Fluency 1 2 3 4 5 6 7 8 9 10

.....

2. Use of Pausing and Modulation 1 2 3 4 5 6 7 8 9 10

.....

3. Volume and pleasantness .. 1 2 3 4 5 6 7 8 9 10

4. Facial expression and gestures 1 2 3 4 5 6 7 8 9 10

.....

5. Eye contact 1 2 3 4 5 6 7 8 9 10

### Content and Structure

6. Introduction 1 2 3 4 5 6 7 8 9 10

7. Main discussion 1 2 3 4 5 6 7 8 9 10

8. Conclusion/closing	1	2	3	4	5	6	7	8	9	10
9. Ease of understanding	1	2	3	4	5	6	7	8	9	10
10. Interest level	1	2	3	4	5	6	7	8	9	10

Total score:

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Учебное пособие

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