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THE LANGUAGE OF PRESENTATIONS AND PUBLIC SPEAKING

GREETINGS

- Good morning.
- Thank you, Mr. Chairman, and good afternoon, ladies and gentlemen.
- I'd like, first of all, to thank the organizers of this meeting for inviting me here today. It's also a particular pleasure for me to pay my first visit to this beautiful country.

GETTING ATTENTION

- Can I have your attention, please?
- So, ladies and gentlemen.

OPENING REMARKS, PRESENTING THE PURPOSE

- The title of my presentation is ... I'd like to talk today about...
- My topic today is ... My subject today is ...
- I'm here to present ...

- I shall be... • ...talking about...
- Today we'll be • ...looking at...
- ... • ...dealing with....

- What I'm going to do is... • ...describe to you...
- What I intend to do is... • ...tell you about...
- My aim today is to... • ...show you...

- I'd like to ... • ...take a look at...
- What I'd like to do is... • ...present...
- What I want to do is... • ...go over...

PRESENTING OUTLINE, ORGANIZATION OF THE PRESENTATION

- I have divided my talk into four sections.
- I have divided the subject into four sections.
- I shall divide (up) my talk in the following way.
- I've broken my talk up into four parts.

- The first point I'm going to make concerns...
- My first point concerns...
- The first point I'd like to make is ...
- The first part of my talk will concern...
- I'd like firstly to talk about...
- First, I'll tell you about...
- To start with (off), I'll tell you about...
- To begin (with), I'll tell you about...

- My second point concerns ...
- The second part will concern ...
- My third point concerns ...
- In the third part I deal with the question of...

OR

- Next, I'd like to show you...
- After that, I'd like to describe...
- Then, I'll tell you about...

- Finally, I'd like to talk a little about...
- And finally, I shall raise briefly the issue of ...
- Finally, I shall address the problem of ...
- And finally, I want to discuss...
- And to finish off (with), I want to discuss...

OPENING THE MAIN SECTION & PROVIDING background

- Let me start by posing the question ... I'd like to begin by suggesting that ...
- I'd like to start by drawing your attention to ...
- Let me begin by noting that...

- For those of you who...
 - ...are not familiar with...
- If any of you...
 - ...are not acquainted with...
 - ...are outsiders to this subject...

- As I'm sure...
 - ...many of you already know...
 - ...you are aware of...

MOVING TO A NEW POINT

It is important to "signal" that the new point is being introduced. It gives the audience a few seconds to reflect on the previous point and divides one section from another.

- So, having looked at (this subject)...
- Okay, ...
- Right (then), ...
- So (then), ...
- Now, ...
- Then, ...

- ...let me now turn to (the issue of)...
- ...I'd like to turn now to the question of ...
- ...let's now turn to ...
- ...let's now take a look at...
- ...let's look now at the question of...
- ...let's now move on to take a look at...
- ...if we now look at ...
- ...if we (now) turn (our attention) to...
- ...if we (now) move on to...
- ...this then brings us to ...
- ...this then leads u(s) to...
- ...moving on (now) to the question of ...
- ...turning (now) to ...
- ...can we now turn to...

- I'd like to bring up the point about...

- I'd like to bring up the question of...
- I'd like to mention briefly...
- At this point...
- Now I'd like to talk about...

- Now I'd like to move on to...
- I'd now like to draw your attention to...
- Next I'd like to concentrate on...
- The next point I wish to deal with...
- I have a point which I'd like to take up.

SUMMARIZING THE MAIN IDEA

It is helpful to recap on key points you made and signal transition to a new topic.

- So, ...
 - ...we can see then that...
 - ...as you can see then...
 - ...it seems/appears then that...
 - ...what we can see then is that ...
 - ...what I'm saying then is that ...
 - ...to sum up then...
 - ...to tie this up then...
 - ...in a nutshell then...
 - ...in short then...

INTERACTING WITH THE AUDIENCE

- Is everyone
- Are you all
- still
- with me
- following me
- so far?
- Any questions?

ELABORATING A POINT

"Elaborating" means that you are going to develop a point in more detail or expand it into a main issue.

- I'd like to look at this in a bit more detail.
- Can I develop this point a bit further?
- Let me elaborate on this point.
- Let's look at this problem in a bit more detail...
- The first aspect of this problem is...

POSTPONING

- I'll be returning to this point later.
- I'll be coming back to this point later.
- As I'll show later...
- I'll come to this later...
- As will be shown later...
- Later, I'll come to ...
- Later, I'll be coming back to...

REFERRING BACK

Sometimes you may wish to refer back to some important point. The following expressions will provide coherence to you talk.

- Getting back to the question of...
- Coming back now to the issue which I raised earlier...
- Can I now go back to the question I posed at the beginning?
- As I said earlier...
- As I mentioned earlier...
- As we saw earlier...
- I'd like now to return to the question...
- As you will remember...

HIGHLIGHTING

"Highlighting" means verbal underlining an important issue. You may also use it if you wish to contrast two points.

- The interesting thing about ... is...
- The significant thing about ... is...
- The important thing about ... is...
- The thing to remember is...
- What you have to remember is ...
- What we have to realize is ...
- What I find most interesting about ... is...
- Strangely enough...
- Oddly enough...

INDICATORS

Indicators prepare the audience for introducing a new point or just provide pauses before continuing.

- Okay...
- Right...
- Right then...
- Good...

- Now...
- Now then...
- Well now...
- Well then...

EXPLAINING TERMINOLOGY

- ...occupational hazards ... that is to say... dangers which apply to certain jobs
- ...occupational hazards ... in other words... dangers which apply to certain jobs
- What I mean by ... occupational hazards is... dangers which apply to certain jobs
- ...occupational hazards. To put that another way dangers which apply to certain jobs...

CONCLUDING

Conclusion includes the summary of the main points you made throughout your presentation and corresponds to the outline of your talk presented at the beginning of the presentation.

- So, the main points that have been made are: ...
 - Let me now try to pull the main threads of this argument together.
 - In conclusion I'd like to say...
 - Just before concluding I'd like to say....
 - Summing up then...
 - By way of summary, the main points seem to me to be ...
 - Let me end by saying that...
 - I'd like to finish by saying that...
-
- | | | |
|-----------|-----------------------------|------------------------------|
| • So, ... | • ...in summary... | • ...there are three main... |
| | • ...in conclusion... | • ...this report finds... |
| | • ...to summarize (then)... | • ...our new method.. |
| | • | |

THANKING THE AUDIENCE

- Thank you.
- I'll finish there. Thank you.
- And let me finish there. Thank you.
- Thank you for your attention.

DEALING WITH QUESTIONS

At the end of the presentation the speaker should initiate the discussion by "encouraging" the audience to ask questions.

- Right, I'm sure you've all got lots of questions?
- Okay, any questions or comments?
- If you have any questions, I'll try/do my best to answer them.

If there are no (more) questions, you may try to give the audience "one more chance":

- Right then, if there are no further questions, (then) I should like to hand the floor over to our next speaker.

Questions, or very often, comments addressed to the speaker may serve several purposes:

1) *Just asking...*

- About what you said concerning...
- I was wondering if I could ask something about...

2) *Asking for clarification:*

- I didn't catch what you said. Did you say that...?
- I was wondering if I understood correctly...

3) *Asking for confirmation of the questioner's own ideas:*

- Wouldn't you agree that...?

4) *Expressing an opinion for or against the topic:*

- It seems to me that...

5) *Showing polite interest in the subject. (NB: Silence may be interpreted as criticism):*

- I thought it was quite interesting how... /what....

You can make a question less direct, particularly if it is a critical question, by using the following strategies:

1) *Praise the content:*

- I'd like to complement you on such an interesting talk.
- Thank you for an interesting presentation. Referring to what you said about ...

2) *Claim ignorance:*

- I'm not an expert in this field, but...

LOGICAL CONNECTORS

addition * contrast * causality * sequence * other

ADDITION					
ADDITION	besides in addition to	and nor not only ... but (also) neither ... nor	.	also furthermore besides what is more	in addition moreover as well

		both ... and		in fact certainly as a matter of fact	actually above all indeed
EXAMPLES	such as like			for example (e.g.) to illustrate	for instance in particular as an example
IDENTIFICATION				namely specifically	
CLARIFICATION				that is (i.e.) I mean in other words	
SIMILARITY	like		as .. as the same ..as	similarly in the same way	likewise
ALTERNATIVES		or either ... or		on the other hand alternatively	
<u>CONTRAST</u>					
CONTRAST / OPPOSITION	in contrast to instead of unlike different from	but	where(as) while not as .. as -er/more/less ..than	however in contrast on the other hand	though instead in fact however
CONCESSION / INSUFFICIENT REASON	despite in spite of regardless of	but..(anyway/still) yet	although (even) though in spite of the fact that despite the fact that	even so however admittedly after all on the other hand	nonetheless nevertheless still of course
CONTRADICTION				on the contrary	
<u>CAUSALITY</u>					
REASON/CAUSE	as a result because of in view of on account of due to	for	as as long as inasmuch as in view of the fact that due to the fact that		because since now that
RESULT		so	so ... that such ... that	as a result hence therefore thus consequently	
PURPOSE	for		so that in order that/to	with this in mind for this purpose	
<u>SEQUENCE</u>					
SEQUENCE -- time	after during before		when(ever) since while once before as long	(at) first once to start with	first of all originally

	up to since within until from by for etc.		after until as	as as soon as now that	now at present eventually then after that later at last in the end	_____	subsequently next meanwhile _____	finally lastly
SEQUENCE -- logic	first (of all) to start with next in the second place finally to conclude	_____	in the first place to begin with then secondly _____	lastly in conclusion
SUMMARY	in summary all in all briefly as has been said/mentioned ..	_____	to summarize overall in short	
<u>OTHER</u>								
PLACE	in on at etc.	under over between	.	where wherever	.			
MANNER	as	.	.	as the way (that)	.			
<u>CONDITION</u>	in case of regardless of	or (else) either .. or	.	(even)if in case unless whether .. or not	as long as provided that	.	otherwise	

Some more expressions

also
furthermore
besides
(and) what is more
in fact
certainly
in addition
moreover
as well
actually
above all
indeed
as a matter of fact
for example (e.g.)
especially
to illustrate
for instance
in particular
as an example
namely
specifically
that is (i.e.)
in other words
I mean
similarly
in the same way
likewise
on the other hand
alternatively
however,
though
in contrast
on the other hand
in fact
unlike
despite
in spite of
regardless of
as a result
because of
in view of
since, because
in view of the fact that
hence
with this in mind
for this purpose

after
during
before
within
for
when/ever/
while
since
as long as
soon
now
every time that
by the time that
at first
first of all
once, originally
to start with
after that, later
at last, finally
in the end, lastly
all in all
in short
to summarize

Presentations and Public Speaking in English

A presentation is a formal talk to one or more people that "presents" ideas or information in a clear, structured way. People are sometimes afraid of speaking in public, but if you follow a few simple rules, giving a presentation is actually very easy. This tutorial guides you through each stage of giving a presentation in English, from the initial preparation to the conclusion and questions and answers. This tutorial is itself set out like a mini-presentation.

Introduction

All presentations have a common objective. People give presentations because they want to communicate in order to:

- **inform**
- **train**
- **persuade**
- **sell**

A successful presentation is one of the most effective ways of communicating your message. And because English is so widely used in international business, a working knowledge of the vocabulary and techniques used in an English language presentation is a valuable asset.

We will start by exploring

the importance of preparation.

After that, we will consider

what equipment to use.

Then we will look at

how to "deliver" a presentation.

After Delivery, we will examine

the language of presentations,

before moving on to

the presentation itself.

Finally, we will conclude with

a review of what we have covered.

Preparation

Can you name the **3 most important things** when giving any presentation?

Number 1 is **Preparation** Number 2 is **Preparation!** Number 3 is . . . **Preparation!!**

With good preparation and planning you will be totally **confident** and less nervous. And your audience will **feel** your confidence. Your audience, too, will be confident. They will be confident in **you**. And this will give you **control**. Control of your audience and of your presentation. With control, you will be 'in charge' and your audience will **listen positively to your message**.

Objective

Before you start to prepare a presentation, you should ask yourself: "**Why** am I making this presentation?" Do you need to inform, to persuade, to train or to sell? Your objective should be clear in your mind. If it is not clear in your mind, it cannot possibly be clear to your audience.

Audience

"**Who** am I making this presentation to?" Sometimes this will be obvious, but not always. You should try to inform yourself. How many people? Who are they? Business people? Professional people? Political people? Experts or non-experts?

Where

"**Where** am I making this presentation?" In a small hotel meeting-room or a large conference hall? What facilities and equipment are available? What are the seating arrangements?

Time and length

"**When** am I making this presentation and how long will it be?" Will it be 5 minutes or 1 hour? Just before lunch, when your audience will be hungry, or just after lunch, when your audience will be sleepy?

Method

"**How** should I make this presentation?" What approach should you use? Formal or informal? Lots of visual aids or only a few? Will you include some anecdotes and humour for variety?

Content

"**What** should I say?" Now you must decide exactly what you want to say. First, you should brainstorm your ideas. You will no doubt discover many ideas that you want to include in your presentation. But you must be selective. You should include only information that is relevant to your audience and your objective. You should exclude all other ideas. You also need to create a title for your presentation (if you have not already been given a title). The title will help you to focus on the subject. **Remember that a little is better than a lot.**

Structure

A well organised presentation with a clear structure is easier for the audience to follow. It is therefore more effective. You should organise the points you wish to make in a logical order.

Beginning	Short introduction	<ul style="list-style-type: none">• welcome your audience• introduce your subject• explain the structure of your presentation• explain rules for questions
Middle	Body of presentation	<ul style="list-style-type: none">• present the subject itself
End	Short conclusion	<ul style="list-style-type: none">• summarise your presentation• thank your audience• invite questions
Questions and Answers		

Notes

When you give your presentation, you should be - or appear to be - as spontaneous as possible. **You should not read your presentation!** Reading a text is boring! Reading a text will make your audience go to sleep! You can create your own system of notes.

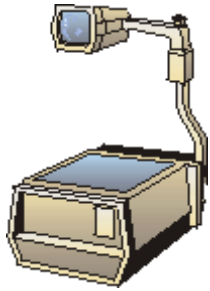
Rehearsal

Rehearsal is a vital part of preparation. You should leave time to practise your presentation two or three times. This will have the following benefits:

- you will become more familiar with what you want to say
- you will identify weaknesses in your presentation
- you will be able to practise difficult pronunciations
- you will be able to check the time that your presentation takes and make any necessary modifications

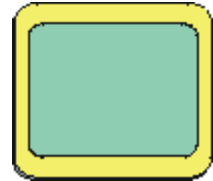
Equipment

Easily your most important piece of equipment is...**YOU!** Make sure you're in full working order, and check your personal presentation carefully - if you don't, your audience will!



The **overhead projector (OHP)** displays **overhead transparencies (OHTs or OHPTs)**. It has several advantages over the 35mm slide projector:

- it can be used in daylight
- the user can face the audience
- the user can write or draw directly on the transparency while in use




The **whiteboard** (more rarely **blackboard** or **greenboard**) is a useful device for spontaneous writing - as in brainstorming, for example. For prepared material, the OHP might be more suitable.

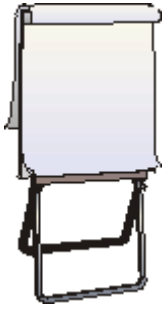


The **duster** is used for cleaning the whiteboard.



Markers are used for writing on the whiteboard

 "A good workman never blames his tools."



The **flipchart** consists of several leaves of paper that you 'flip' or turn over..



The **notebook computer** is increasingly being used to display graphics during presentations. It is often used in conjunction with an overhead projector, which actually projects the image from the computer screen onto the wall screen.



Handouts are any documents or samples that you 'hand out' or distribute to your audience. Note that it is not usually a good idea to distribute handouts *before* your presentation. The audience will read the handouts instead of listening to you.

Delivery

'Delivery' refers to the way in which you actually deliver or perform or give your presentation. Delivery is a vital aspect of all presentations.

Nerves

Most speakers are a little nervous at the beginning of a presentation. So it is normal if you are nervous. The answer is to pay special attention to the beginning of your presentation. **During this time, try to speak slowly and calmly.** You should perhaps learn your introduction by heart. After a few moments, you will relax and gain confidence.

Audience Rapport

You need to build a warm and friendly relationship with your audience. If you are enthusiastic your audience will be enthusiastic too. And be careful to establish eye contact with each member of your audience. Each person should feel that you are speaking directly to him or her. This means that you must **look at** each person in turn.

Body Language

Your body is speaking to your audience even before you open your mouth. Your clothes, your walk, your glasses, your haircut and your expression - it is from these that your audience

forms its first impression as you enter the room. Generally speaking, it is **better to stand rather than sit** when making a presentation. Be aware of and avoid any repetitive and irritating gestures. Be aware, too, that the movement of your body is one of your methods of control. When you move to or from the whiteboard, for example, you can move fast or slowly, raising or reducing the dynamism within the audience.

Voice quality

It is, of course, important that your audience be able to hear you clearly throughout your presentation. Remember that if you turn away from your audience, for example towards the whiteboard, you need to speak a little more loudly. In general, you should try to vary your voice. Your voice will then be more interesting for your audience. You can vary your voice in at least three ways:

- speed: you can speak at normal speed, you can speak faster, you can speak more slowly - and you can stop completely! You can pause. This is a very good technique for gaining your audience's attention.
- intonation: you can change the pitch of your voice. You can speak in a high tone. You can speak in a low tone.
- volume: you can speak at normal volume, you can speak loudly and you can speak quietly. Lowering your voice and speaking quietly can again attract your audience's interest.

The important point is **not to speak in the same, flat, monotonous voice** throughout your presentation - this is the voice that hypnotists use to put their patients' into trance!

Visual aids

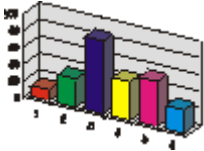
Of all the information that enters our brains, the vast majority of it enters through the eyes. 80% of what your audience learn during your presentation is learned visually (what they see) and only 20% is learned aurally (what they hear).

When designing you visuals, keep the information on each visual aid to a minimum - and **give your audience time to look at and absorb this information**. Remember, your audience have never seen these visual aids before. They need time to study and to **understand** them. Without understanding there is no communication.

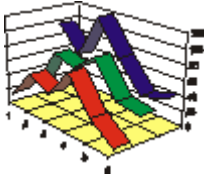
Apart from photographs and drawings, some of the most useful visual aids are charts and graphs, like the 3-dimensional ones shown below:



Piecharts are circular in shape (like a pie).



Bar charts can be vertical (as here) or horizontal.



Graphs can rise and fall.

Language

Simplicity and Clarity

If you want your audience to understand your message, your language must be **simple** and **clear**.

Use short words and short sentences.

Linking language shows where you are

When you drive on the roads, you know where you are on those roads. But when you give a presentation, how can your audience know where they are? How can they know the structure of your presentation? How can they know what is coming next? They know because **you tell them**. You might say something like this:

"I'll **start** by describing the current position in Europe. **Then** I'll move on to some of the achievements we've made in Asia. **After that** I'll consider the opportunities we see for further expansion in Africa. **Lastly**, I'll quickly recap before **concluding** with some recommendations."

A member of the audience can now visualize your presentation like this:

Introduction	<ul style="list-style-type: none"> • Welcome • Explanation of structure (now)
Body	<ul style="list-style-type: none"> • Europe • Asia • Africa
Conclusion	<ul style="list-style-type: none"> • Summing up • Recommendations

The table below lists useful expressions that you can use to signpost the various parts of your presentation.

Function	Language
Introducing the subject	<ul style="list-style-type: none"> • I'd like to start by... • Let's begin by... • First of all, I'll... • Starting with... • I'll begin by...
Finishing one subject...	<ul style="list-style-type: none"> • Well, I've told you about... • That's all I have to say about... • We've looked at... • So much for...
...and starting another	<ul style="list-style-type: none"> • Now we'll move on to... • Let me turn now to... • Next... • Turning to... • I'd like now to discuss... • Let's look now at...
Analysing a point and giving recommendations	<ul style="list-style-type: none"> • Where does that lead us? • Let's consider this in more detail... • What does this mean for ABC? • Translated into real terms...
Giving an example	<ul style="list-style-type: none"> • For example,... • A good example of this is... • As an illustration,... • To give you an example,... • To illustrate this point...
Dealing with questions	<ul style="list-style-type: none"> • We'll be examining this point in more detail later on... • I'd like to deal with this question later, if I may... • I'll come back to this question later in my talk... • Perhaps you'd like to raise this point at the end... • I won't comment on this now...

Summarising and concluding	<ul style="list-style-type: none"> • In conclusion,... • Right, let's sum up, shall we? • I'd like now to recap... • Let's summarise briefly what we've looked at... • Finally, let me remind you of some of the issues we've covered... • If I can just sum up the main points...
Ordering	<ul style="list-style-type: none"> • Firstly...secondly...thirdly...lastly... • First of all...then...next...after that...finally... • To start with...later...to finish up...

The Presentation

Most presentations are divided into 3 main parts:

1	INTRODUCTION	Questions
2	BODY	
3	CONCLUSION	
	Questions	

As a general rule in communication, repetition is valuable. In presentations, there is a golden rule about repetition:

- say what you are going to say
- say it
- then say what you have just said

Introduction

The introduction is a very important - perhaps the most important - part of your presentation. This is the first impression that your audience have of you. You should use the introduction to:

1. **welcome your audience**
2. **introduce your subject**
3. **outline the structure of your presentation**
4. **give instructions about questions**

Body

The body is the 'real' presentation. If the introduction was well prepared and delivered, you will now be 'in control'. You will be relaxed and confident.

Remember these key points while delivering the body of your presentation:

- do not hurry
- be enthusiastic
- give time on visuals
- maintain eye contact
- modulate your voice
- look friendly
- keep to your structure
- use your notes
- signpost throughout
- remain polite when dealing with difficult questions

Conclusion

Use the conclusion to:

1. **Sum up**
2. **(Give recommendations if appropriate)**
3. **Thank your audience**
4. **Invite questions**

Questions

Questions are a good opportunity for you to interact with your audience. It may be **helpful for you to try to predict what questions will be asked so that you can prepare your response** in advance. You may wish to accept questions at any time during your presentation, or to keep a time for questions after your presentation. Normally, it's your decision, and you should make it clear during the introduction.

Review

In this seminar, you have learned:

- to allow plenty of **time for preparation**
- to ask the all-important question-words, why? who? where? when? how? and what?
- to structure your presentation into **introduction, body, conclusion and questions**
- to write **notes** based on keywords, **no reading!**
- to **rehearse** your presentation several times and modify it as necessary
- to select the right equipment for the job
- to make use of clear, powerful visual aids that **do not overload your audience**
- to use **clear, simple language**
- to **explain the structure of your presentation** at the beginning so that your listeners know what to expect

- to **link** each section of your presentation = use of various **linking phrases**
- to say what you are going to say, say it, and say what you have just said
- to **overcome your nerves**
- to establish audience rapport = **a relationship between you and your audience**
- to be aware of your body language
- to maintain interest by varying the **speed, volume and pitch** of your voice