

Viewing

- 3 Watch the video from 29.03 to the end. As you watch, use this assessment form to evaluate Joanna's presentation.

	poor	satisfactory	good	excellent
System				
general organization				
introduction				
ending				
connections				
relevance				
length				
level				
Manner				
audience contact				
interest				
assurance/confidence				
Body language				
stance and posture				
hands				
eye contact				
movement				
facial expression				
appearance				
Visual aids				
number				
design				
relevance				
use				
Overall impression				

Unit 9 Putting it all together

JOANNA BROOKES

Good morning. Some of you may know me better than others, so let me just briefly introduce myself. My name's Joanna Brookes, and I'm in charge of Public Relations for Westwood Brewery. As you may know, this is a relatively new post, and its creation reflects the Board's concern over our position and image in the market. So, one of my first tasks is to define a clear company identity for Westwood, one that will carry us forward into the next century. For this reason, I have asked you all to join me here today to hear your views on a way forward for Westwood. Some of you have been with the brewery for many years, others not at all, so before we start I'd like to outline three main aspects which I see contributing significantly to the brewery's identity.

The first aspect is the products, the second our markets and distribution in particular, and the third key element is our people. So, let's just spend the next few minutes reviewing these three elements ... and please, interrupt me if you have any questions or points you'd like to raise as we go along. So, the products. Arguably, the most important element in our corporate identity is our product range. The first thing to be said about these products is that they're very diverse. Well, let's take our premium export lager, Hohenbrau. Now this product has always been positioned at the top end of the market. It has a high price and it's only available through selected retail outlets. Altogether, it's quite exclusive

On the other hand, our Rutter's bitter has an entirely different personality. It's brewed in a traditional way. We put a lot of malt into it which gives it a rich golden colour. As far as I know, it's always been sold at a medium price and is available through most supermarkets.

So, as you can see, these are two very different products. One an up-market German-type Pilsener, the other a very English bitter. One point for discussion then, is whether we should maintain such different products in our range.

Let's move on to marketing, and I only want to raise one issue. It's connected with the products really. It seems to me it's going to be very difficult strengthening Westwood's identity in the market when some of our beers are only available through specialist outlets.

QUESTIONER 1

Excuse me, if you don't mind me saying, I think you'll find there are very good reasons for restricting the channels for some of our beers.

JOANNA

That's interesting you should say so and I look forward to hearing more about that in our discussions. Perhaps we can leave it that there are probably very good product reasons why, but that these may conflict with the promotion of the total company image. Would you agree?

QUESTIONER 1

That's certainly true.

JOANNA

So, that covers two of the elements which I think we need to discuss. The third element is the people ... and primarily here, I mean the brewery workers and the management. One of the things that shocked me when I first joined Westwood was this ... organization chart. It's like something from the last century - do you realize there are ten layers between the shop-floor workers and the Managing Director? In my view, this makes the company slow and unresponsive. I know there are many good things about Westwood, but our image is much the same as it was in, say, the times of Queen Victoria - a very traditional, paternalistic employer.

Well, the very least we need to do is discuss whether this image is appropriate for the late 20th century, let alone the 21st. So, before we move on to discuss these matters, let me just summarize the main issues as I see them. Firstly, on the product side, there's the question of diversity of product range. Secondly, on the marketing front, we need to review our distribution network. And thirdly, on the personnel side, we need to look at the sort of employer we are and want to become.

So, I suggest we look at things in that order: product, distribution, and people. Hopefully this will help us to agree on a clear way forward. Right, before we start, are there any questions you'd like to ask?

T 27: Preparation. Put the steps in preparation in the right order

1. Change the text into a note form
2. Memorize the presentation to give an impression of fluency
3. Write out the rough text
4. Research information
5. Decide on visual aids and their design
6. Rehearse by speaking aloud – check the timing
7. Decide what should be in the final presentation
8. Change written language into more natural spoken language
9. Decide on the structure and signalling devices

T 28: Survival tactics

If you have problems during your presentation, don't panic. Pause. Sort out the problem and continue. Here are seven most common problems people face. Match what you think with what you say.

WHAT YOU THINK

1. I've got my facts wrong !
2. Too fast ! Go back.
3. I've forgotten to say something !
4. I'm talking nonsense.
5. How do you say this in English ?
6. Wrong ! Try again.
7. I'm running out of time !

WHAT YOU SAY

- a. So, let's just recap on that.
- b. Sorry, perhaps I didn't make it clear.
- c. Sorry, what I meant is this...
- d. Sorry, I should just mention one thing
- e. Sorry, let me rephrase that.
- f. So, just to give you the main points here
- g. Sorry, what's the word/ expression ?

(Adapted from Powell: Presentations in English)

GOOD LUCK !

40.2 Rewrite these sentences by changing the words in bold so they are less formal. Remember that both formal and informal styles may be correct, but that it may not always be appropriate to be informal.

- 1 We need to consider family income too, but I'll return to that later.
- 2 So, to proceed to the next point, I'll omit item 4 on the handout and instead talk about number 5 in greater detail.
- 3 I'll try to finish by 3.30, but **don't feel you need to ask permission to leave** if you have a class or other appointment to go to.
- 4 There is a handout **being distributed** and I have some further copies too if anyone wants them.
- 5 I'll finish there as my time has come to an end.
- 6 We didn't want to make people uncomfortable by having a camera in the room. **Nevertheless, we did want to video as many of the sessions as possible.**
- 7 I'd like to **return** to a point I made earlier about river management.
- 8 So, I believe our experiments have been successful. **I shall end there.** Thank you.
- 9 **To return** to the problem of large class sizes, I'd like to look at a study **carried out** in Australia in 2002.
- 10 I'll try not to **exceed my time**, so I'll speak for 30 minutes, to **allow** time for questions at the end.

40.3 Fill in the missing prepositions.

- 1 I'd like to focus waterborne diseases in this presentation.
- 2 The situation regard exports has been very good in recent years.
- 3 I'd now like to turn a different problem.
- 4 I always find it difficult to keep just 30 minutes, so please tell me when I have five minutes left.
- 5 I'd like to begin asking you all to do a small task.

Elaborated by Milada Barborová