

Business Basic

Lesson 09: Presentation

Practice 1 | Formal and Informal Expressions

Directions: Listen and repeat.

There are certain phrases used in business conversations.

Check them with your teacher.

Formal	Informal
Good morning/afternoon/evening.	Hi there!
Please take a look at... Would you mind looking at...	Look at this, please.
In today's presentation I would like to show you...	I want to show you...
To begin with, /First, ...	Let's start with...
In conclusion...	To sum up...

Practice 2 | Reading Sentences

Directions: Read the sentences aloud with your teacher.

Here is a short example of a presentation. Read it with your teacher.

Good afternoon everyone and thank you for attending this presentation.

I am Mike Johnson from the furniture company „Comfortable Environment“. I’m responsible for the company’s design choices. In today’s presentation I would like to show you the importance of good design. Why is good design so important, you may ask?

To begin with, a good design makes us want to buy the product. We want to have the most beautiful furniture, so that it would make our homes more attractive. The more we like our environment, the happier we are.

Secondly, good design is always user-friendly. This means we have to make a product that is very easy to use and comfortable. Nobody wants to buy a beautiful, but useless thing.

Last but not least, a good design can match our lifestyle. For example, if I am a businessman, I will probably buy an iPad with a black case, as it looks formal. However, for home I may buy another case with yellow flowers. We really don’t need to create a chair that looks neutral. Design must always be extraordinary. Please take a look at several examples of amazing design ideas and a few that were not well-thought-out.

Mike shows some pictures with the help of a projector.

In conclusion, I want to mark that a good design is more than just beautiful appearance. If you want your product to be bought, you must take your time to make it perfect. Make it not only look good, but make it useful!

Questions:

1. What is the topic of Mike’s presentation?
2. What example did he give for matching the design with someone’s lifestyle?
3. What does he talk about in the introduction, main part and conclusion of the presentation?

Practice 3 | Studying the Manual

Directions: Study the manual with your teacher.

To make a good presentation you need to know what you have to include in it. Study these points with your teacher.

A good presentation should have:

- A clear structure (introduction, body, conclusion)

Introduction. Tell about yourself, your company, and your responsibilities. Mention the topic of your presentation and the reason why you chose it.

Body. Write two or three paragraphs stating the main points of the topic with their explanations and/or examples. Remember to make a new paragraph for every idea.

Conclusion. State your opinion about the topic and/or give a brief summary of the presentation.

- Contact with the audience (e.g. "So, why is it important, you may ask?"). Try to involve your listeners, make them interested in what you are saying.
- Examples (pictures always make presentations better, also sometimes examples from another sphere of activities are memorable)
- Time for questions to ask (it would be good to mention something like "If you have any questions, feel free to ask." or "I will answer your questions after the presentation.")

Practice: Imagine you are promoting a variety of healthy and nutritional supplements. Make a short presentation to introduce the brand of supplements and to inform people about their benefits. Use what you have learned from the manual.

Practice 4 | Situation Questions

Directions: Answer these situation questions.

1. Imagine that you come into the room and the projector is broken. What would you do? How can you change your presentation?
2. You prepared a presentation to an audience of fifty people but only three people came. What changes should you make to the presentation?
3. After the presentation a person asks you for statistics that you don't have with you. What do you do? What can you learn from this situation?