

# PRESENTATIONS AND PUBLIC SPEAKING IN ENGLISH

Organise your presentation in a logical structure. Most presentations are organised in three parts, followed by questions:

## 1 Introduction

- welcome your audience
- introduce your subject
- explain the structure of your presentation
- explain rules for questions

## 2 Body of presentation

- present the subject itself

## 3 Conclusion

- summarise your presentation
- thank your audience
- invite questions

+ Questions

## Notes

Try to appear as spontaneous as possible. Do not read your presentation. Reading a text is boring and will send your audience to sleep! Use notes to remember everything you need to say. Some people make notes on small, A6 cards. Some people write down just the title of each section of their talk. Some people write down keywords to remind them.

## DELIVERY

'Delivery' is the way in which you actually deliver or give your presentation. Delivery is at least as important as content.

## Nerves

Most speakers are a little nervous at the beginning of a presentation. So it is normal if you are nervous. Pay special attention to the beginning of your presentation. This is when you establish a rapport with your audience. During this time, try to speak slowly and calmly. After a few moments, you will relax and gain confidence.

## Audience Rapport

You need to build a warm and friendly relationship with your audience. 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.

## Body Language

What you do not say is at least as important as what you do say. Your body is speaking to your audience even before you open your mouth. Your clothes, your walk, your glasses, your haircut, 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. Avoid repetitive and irritating gestures.

### **Cultural Considerations**

If we imagine a German working for an Israeli company making a presentation in English to a Japanese audience in Korea, we can see that there are even many possibilities for cultural misunderstanding. Try to learn about any particular cultural matters that may affect your audience. Cultural differences can often be seen in body language. To a Latin from Southern France or Italy, a presenter who uses his hands and arms when speaking may seem dynamic and friendly. To an Englishman, the same presenter may seem unsure of his words and lacking in self-confidence.

### **Voice quality**

Your audience must be able to hear you clearly. 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! Silence 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.

### **Visual aids**

80% of what we learn is learned visually (what we see) and only 20% is learned aurally (what we hear). This means that:

- visual aids are an extremely effective means of communication
- non-native English speakers do not need to worry so much about spoken English since they can rely more heavily on visual aids

It is important not to overload your audience's brains. 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.

### **Audience Reaction**

Remain calm and polite if you receive difficult questions during your presentation. If you receive particularly awkward questions, you can suggest that the questioners ask their questions after your presentation.

## 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
- do not use jargon, unless you know that your audience understands it
- talk about concrete facts rather than abstract ideas
- use active verbs instead of passive verbs

Active verbs are much easier to understand. They are much more powerful. Consider these two sentences, which say the same thing:

Sentence 1: Toyota sold two million cars last year.

Sentence 2: Two million cars were sold by Toyota last year.

Which is easier to understand? Which is more immediate? Which is more powerful? Sentence 1 is active and Sentence 2 is passive.

### **Signposting**

When you drive on the roads, you know where you are. Each road has a name. Each town has a name. And each house has a number. You can look at the signposts for directions. It is easy to navigate the roads. You cannot get lost. But when you give a presentation, how can your audience know where they are? They know because you tell them. Because you put up signposts for them, at the beginning and all along the route. This technique is called 'signposting' (or 'signalling').

During your introduction, tell your audience the structure of your presentation, for example:

"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 visualise your presentation like this:

#### **Introduction**

- welcome!
- explanation of structure (now)

#### **Body**

- Europe
- Asia
- Africa

#### **Conclusion**

- summing up
- recommendations

Throughout your presentation, put up signposts telling him which point you have reached and where you are going now. When you finish Europe and want to start Asia, you might say:

"That's all I have to say about Europe. Let's turn now to Asia."

When you have finished Africa and want to sum up, you might say:

"Well, we've looked at the three continents Europe, Asia and Africa. I'd like to sum up now."

And when you finish summing up and want to give your recommendations, you might say:

"What does all this mean for us? Well, firstly I recommend..."

Here are some useful expressions to signpost the various parts of your presentation.

Introducing the subject:

"I'd like to start by..."

"Let's begin by..."

"First of all, I'll..."

Finishing a subject:

"Well, I've told you about..."

"That's all I have to say about..."

"We've looked at..."

Starting another subject:

"Now we'll move on to..."

"Let me turn now to..."

"Next..."

Analysing a point and giving recommendations:

"Where does that lead us?"

"Let's consider this in more detail..."

"What does this mean for ABC?"

Giving examples:

"For example,..."

"A good example of this is..."

"As an illustration,..."

Dealing with questions:

"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..."

Summarising and concluding:

"In conclusion,..."

"Right, let's sum up, shall we?"

"I'd like now to recap..."

Ordering:

"Firstly...secondly...thirdly...lastly..."

"First of all...then...next...after that...finally..."

"To start with...later...to finish up..."

## THE PRESENTATION ITSELF

Most presentations are divided into 3 main parts (+ questions):

- Introduction
- Body
- Conclusion

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."**

In other words, use the three parts of your presentation to reinforce your message:

In the introduction, say what your message is going to be.

In the body, say your real message.

In the conclusion, say what your message was.

### **Introduction**

Use the introduction to:

Welcome your audience:

"Good morning, ladies and gentlemen"

"Good afternoon, everybody"

Introduce your subject:

"My purpose today is to introduce our new range of..."

"I am going to talk about..."

Outline your structure:

"To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarise my presentation (before concluding with some recommendations)."

Give instructions about questions:

"Please feel free to interrupt me if you have any questions."

"I'll try to answer any of your questions after the presentation."

## **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.

The body should be well structured, divided up logically, with plenty of carefully spaced visuals.

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:

Sum up:

"In conclusion,..."

"I'd like to sum up now..."

Give recommendations:

"In conclusion, my recommendations are..."

"I would suggest / propose / recommend the following strategy."

Thank your audience:

"Thank you for your attention."

"May I thank you all for being such an attentive audience."

Invite questions:

"Are there any questions?"

"Can I answer any questions?"

## **Questions**

You may wish to accept questions at any time during your presentation, or to keep a time for questions after your presentation. It's your decision, and you should make it clear during the introduction. Be polite with all questioners, even if they ask difficult questions. Sometimes you can reformulate a question. Or answer the question with another question. Or even ask for comment from the rest of the audience.

# Phrases for presentations in English

## Introducing your presentation

- *The purpose of today's presentation is to ... .*
- *The purpose of my presentation today is to ... .*
  
- *In today's presentation I'd like to ... show you ... . / explain to you how ... .*
- *In today's presentation I'm hoping to ... give you an update on... / give you an overview of ... .*
- *In today's presentation I'm planning to ... look at ... . / explain ... .*

You can also outline your presentation to give the audience a clear overview of what they can expect:

- *In today's presentation I'm hoping to cover three points:*
- *firstly, ... , after that we will look at ... , and finally I'll ... .*
  
- *In today's presentation I'd like to cover three points:*
- *firstly, ... , secondly ... , and finally ... .*

## Explaining that there will be time for questions at the end

- *If you have any questions you'd like to ask, please leave them until the end, when I'll be happy to answer them.*
- *If there are any questions you'd like to ask, please leave them until the end, when I'll do my best to answer them.*

## Starting the presentation

- *To begin with ... .*
- *To start with ... .*
  
- *Let's start by looking at ... .*
- *Let's start by looking at ... .*
  
- *I'd like to start by looking at ... .*
- *Let's start with / start by looking at ... .*

## Closing a section of the presentation

- *So, that concludes [title of the section] ... .*
- *So, that's an overview of ... .*
- *I think that just about covers ... .*

### **Beginning a new section of the presentation**

- *Now, let's move on to ... .*
- *Now, let's take a look at ... .*
  
- *Now I'd like to move on to ... .*
- *Next I'd like to take a look at ... .*
  
- *Moving on to the next part, I'd like to ... .*
- *Moving on to the next section, let's take a look at ... .*

### **Concluding and summarising the presentation**

- *Well, that brings us to the end of the final section. Now, I'd like to summarise by ... .*
- *That brings us to the end of the final section. Now, if I can just summarise the main points again.*
- *That concludes my presentation. Now, if I can just summarise the main points.*
- *That's an overview of ... . Now, just to summarise, let's quickly look at the main points again.*

### **Finishing and thanking**

- *Thank you for your attention.*
- *That brings the presentation to an end.*
- *That brings us to the end of my presentation.*
- *Finally, I'd like to finish by thanking you (all) for your attention.*
- *Finally, I'd like to end by thanking you (all) for coming today.*
- *I'd like to thank you (all) for your attention and interest.*

### **Inviting questions**

- *If anyone has any questions, I'll be pleased to answer them.*
- *If anyone has any questions, I'll do my best to answer them.*
- *If anyone has any questions, please feel free to ask them now.*
- *If anyone has any questions, please feel free to ask them and I'll do my best to answer.*

### **Referring to a previous point made**

- *As I mentioned earlier ... .*
- *As we saw earlier ... .*
- *You may recall that we said ... .*
- *You may recall that I explained ... .*

### **Dealing with (difficult) questions**

- *I'll come back to that question later if I may.*
- *I'll / We'll come back to that question later in my presentation.*
- *I'll / We'll look at that point in more detail later on.*
- *Perhaps we can look at that point at the end / a little later.*
-

## Other phrases and key presentation language

[word, phrase]	[meaning, function]
<i>briefly</i>	...‘very quickly’
<i>take a look at</i>	...‘look at’
<i>take a brief look at</i>	...‘quickly look at’
<i>return to</i>	...‘go back’, ‘explain again’
<i>I’ll outline</i>	...‘I will explain’
<i>here we can see</i>	...to draw attention to a specific point on a slide
<i>as you can see here</i>	...to draw attention to a specific point on a slide
<i>(let’s) move on to</i>	...to start a new subject
<i>(let’s) continue with</i>	...to start a new subject
<i>(let’s) continue by looking at</i>	...to start a new subject
<i>to illustrate this point</i>	...when giving an example
<i>let’s, we can, we will</i>	using ‘we’ and ‘us’ instead of ‘I’ connects you to your audience

## Vocabulary and phrases for making presentations in English

### Overviews

After you give your opening statement, you should give a brief overview of your presentation. This includes what your presentation is about, how long you will take and how you are going to handle questions.

For example, a presentation to sales staff could start like this:

"Welcome / "Hello everyone."

Opening statement

"As you all know, this company is losing its market share. But we are being asked to increase sales by 20 – 25%. How can we possibly increase sales in a shrinking market?"

Overview

"Today I am going to talk to you about how we can do this. My presentation will be in three parts. Firstly I am going to look at the market and the background. Then I am going to talk to you about our new products and how they fit in. Finally, I'm going to examine some selling strategies that will help us increase our sales by 20%. The presentation will probably take around 20 minutes. There will be time for questions at the end of my talk."

### Useful language for overviews

"My presentation is in three parts."

"My presentation is divided into three main sections."

"Firstly, secondly, thirdly, finally..."

"I'm going to..."

take a look at...

talk about...

examine...

tell you something about the background...

give you some facts and figures...  
fill you in on the history of...  
concentrate on...  
limit myself to the question of...

"Please feel free to interrupt me if you have questions."  
"There will be time for questions at the end of the presentation."  
"I'd be grateful if you could ask your questions after the presentation."

### **The main body of the presentation**

During your presentation, it's a good idea to remind your audience occasionally of the benefit of what you are saying.

"As I said at the beginning..."  
"This, of course, will help you (to achieve the 20% increase)."  
"As you remember, we are concerned with..."  
"This ties in with my original statement..."  
"This relates directly to the question I put to you before..."

### **Keeping your audience with you**

Remember that what you are saying is new to your audience. You are clear about the structure of your talk, but let your audience know when you are moving on to a new point. You can do this by saying something like "right", or "OK". You can also use some of the following expressions:

"I'd now like to move on to..."  
"I'd like to turn to..."  
"That's all I have to say about..."  
"Now I'd like to look at..."  
"This leads me to my next point..."

If you are using index cards, putting the link on the cards will help you remember to keep the audience with you. In addition, by glancing at your index cards you will be pausing – this will also help your audience to realise that you are moving on to something new.

### **Language for using visuals**

It's important to introduce your visual to the audience. You can use the following phrases:

"This graph shows you..."  
"Take a look at this..."  
"If you look at this, you will see..."  
"I'd like you to look at this..."  
"This chart illustrates the figures..."  
"This graph gives you a break down of..."

Give your audience enough time to absorb the information on the visual. Pause to allow them to look at the information and then explain why the visual is important:

"As you can see..."

"This clearly shows ..."

"From this, we can understand how / why..."

"This area of the chart is interesting..."

### **Summarising**

At the end of your presentation, you should summarise your talk and remind the audience of what you have told them:

"That brings me to the end of my presentation. I've talked about..."

"Well, that's about it for now. We've covered..."

"So, that was our marketing strategy. In brief, we..."

"To summarise, I..."

### **Relate the end of your presentation to your opening statement:**

"So I hope that you're a little clearer on how we can achieve sales growth of 20%."

"To return to the original question, we can achieve..."

"So just to round the talk off, I want to go back to the beginning when I asked you..."

"I hope that my presentation today will help you with what I said at the beginning..."

### **Handling questions**

Thank the audience for their attention and invite questions.

"Thank you for listening – and now if there are any questions, I would be pleased to answer them."

"That brings me to the end of my presentation. Thank you for your attention. I'd be glad to answer any questions you might have."

It's useful to re-word the question, as you can check that you have understood the question and you can give yourself some time to think of an answer. By asking the question again you also make sure that other people in the audience understand the question.

"Thank you. So you would like further clarification on our strategy?"

"That's an interesting question. How are we going to get voluntary redundancy?"

"Thank you for asking. What is our plan for next year?"

After you have answered your question, check that the person who asked you is happy with the answer.

"Does this answer your question?"

"Do you follow what I am saying?"

"I hope this explains the situation for you."

"I hope this was what you wanted to hear!"

If you don't know the answer to a question, say you don't know. It's better to admit to not knowing something than to guess and maybe get it wrong. You can say something like:

"That's an interesting question. I don't actually know off the top of my head, but I'll try to get back to you later with an answer."

"I'm afraid I'm unable to answer that at the moment. Perhaps I can get back to you later."

"Good question. I really don't know! What do you think?"

"That's a very good question. However, we don't have any figures on that, so I can't give you an accurate answer."

"Unfortunately, I'm not the best person to answer that."

### **What can you say if things go wrong?**

You think you've lost your audience? Rephrase what you have said:

"Let me just say that in another way."

"Perhaps I can rephrase that."

"Put another way, this means..."

"What I mean to say is..."

Can't remember the word?

If it's a difficult word for you – one that you often forget, or one that you have difficulty pronouncing – you should write it on your index card. Pause briefly, look down at your index card and say the word.

### **Using your voice**

Don't speak in a flat monotone – this will bore your audience. By varying your speed and tone, you will be able to keep your audience's attention. Practise emphasising key words and pause in the right places – usually in between ideas in a sentence. For example "The first strategy involves getting to know our market (pause) and finding out what they want. (pause) Customer surveys (pause) as well as staff training (pause) will help us do this."

Don't forget – if you speak too fast you will lose your audience!

## PŘEDVÁDÍTE PREZENTACI

### DESET TIPŮ



- Nemějte nos neustále zabořený v poznámkách.
- S výjimkou citátů nikdy nic nečtete.
- Jestliže nejste nervózní, je v něčem chyba.
- Přehánějte gesta a verbální důrazy.
- **Předvádějte**, ale nehrajte – nejste herci na divadle.
- Dělejte často pauzy – ticho **vám** připadá mnohem delší než posluchačům.
- Nezapomínejte na humor – jedno zasmání má hodnotu nejméně tisíce zamračení.
- Buďte zapálení pro věc – jestliže nebudete projevovat nadšení vy, proč by to měli dělat posluchači?
- Nesnažte se získat Nobelovu cenu za technickou přesnost.
- **Hlavní věc:** Jasnost a jednoduchost!

Feedback on presentation	name:
1. Introductory activity	
2. Preparation (achieved aim?)	
3. Structuring	
4. Language (clarity, simplicity)	
5. Voice (articulation, intonation, stress, phrasing)	
6. Signposting and linking	
7. Visual aids (power point, board)	
8. Body language (eye contact, pose, hands, feet)	
9. Audience Rapport (enthusiasm, questions)	
10. Vocabulary (+pronunciation)	
11. Grammar	
12. Questions for discussion	

Any comments:

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