

Presentations - vocabulary basics

B.

Below you will see extracts from a presentation. You must complete each blank with a word or phrase from the list below. Use each item from the list once only.

- | | | | |
|------------|-----------------|------------|----------------------|
| purpose | First of all, | up to date | at such short notice |
| priorities | May I begin | to sum up | On the contrary, |
| Finally, | As you know, | as a whole | On the other hand, |
| Next, | In other words, | As far as | draw your attention |

1. by welcoming you all, especially as this meeting has had to be called
2.

3., our latest project has been the target of intense speculation in the media during the last few days, and the 4. of this presentation is to bring you 5. on what has been happening.

6., I'd like to refresh your memories as to the background to the project. 7., I'll give you a broad outline of what we've achieved so far. 8., I'll try to give an indication of what our 9. will be over the next few months.

If I can 10. to the month of July, you will notice that there was an unexpected fall in overseas sales.

11. domestic sales are concerned, you can see that growth has been sustained.

If we look at the figures for Europe 12., and Germany in particular, we can see some quite encouraging trends.

We don't fear competition. 13., we welcome it.

We could open a branch there. 14., we may be better advised to look for a good agent to represent us.

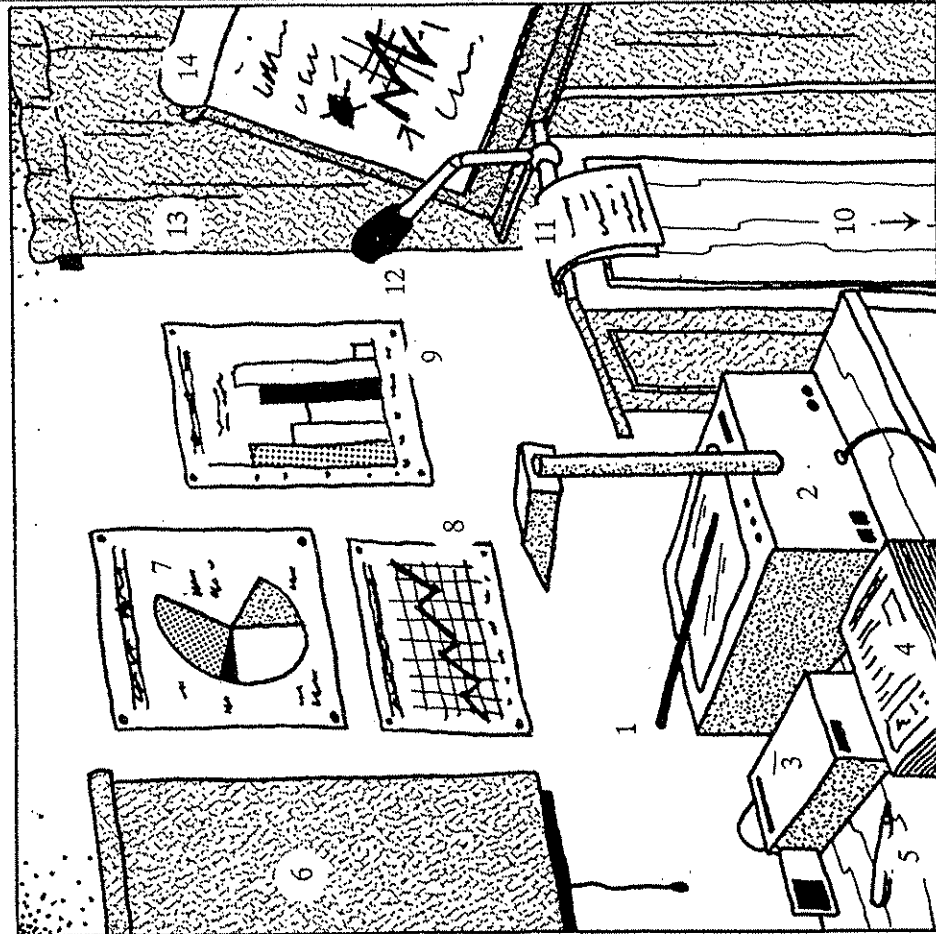
This is a time when we must consider our options carefully. 15., we should not rush into making any decisions.

So, 16. then, don't believe everything the media tells you. We've had a few problems but the future looks bright.

A.

Look at the picture. Put the correct number by each of these items.

- | | | |
|-----------|------------|--------------------|
| bar chart | felt pen | handout |
| pointer | curtain | flip chart |
| pie chart | screen | slide projector |
| notes | podium | overhead projector |
| graph | microphone | |



Presentations: introducing yourself and your talk



GEOFF MAXWELL

'Hello and welcome to Standard Electronics. I'm Geoff Maxwell, the Factory Manager in charge of the plant you'll be seeing today.'

Greeting, name, position

Good morning. My name's (...). I'm the new Finance Manager.
Ladies and gentlemen. It's an honour to have the opportunity to address such a distinguished audience.
Good morning. Let me start by saying just a few words about my own background. I started out in ...
Welcome to Standard Electronics. I know I've met some of you, but just for the benefit of those I haven't, my name's (...).

Title/Subject

I'd like to talk (to you) today about ...
I'm going to

present the recent ...
explain our position on ...
brief you on ...
inform you about ...
describe ...

The

subject of my	talk
focus	presentation
topic	paper (academic)
	speech (usually to public audience)

Purpose/Objective

We are here today to

decide ...
agree ...
learn about ...

The purpose of this talk is to

update you on ...
put you in the picture about ...
give you the background to ...

This talk is designed to

act as a springboard for discussion.
start the ball rolling.

Length

I shall only take (...) minutes of your time.
I plan to be brief.
This should only last (...) minutes.

Outline/Main parts

I've divided my presentation into four parts/sections.
They are ...
The subject can be looked at under the following headings: ...
We can break this area down into the following fields:
Firstly/first of all ...
Secondly/then/next ...
Thirdly/and then we come to ...
Finally/lastly/last of all ...

Questions

I'd be glad to answer any questions at the end of my talk.
If you have any questions, please feel free to interrupt.
Please interrupt me if there's something which needs clarifying. Otherwise, there'll be time for discussion at the end.

Reference to the audience

I can see many of you are ...
I know you've all travelled a long way.
You all look as though you've heard this before.

Presentations - Introducing your talk: practice

1 Good afternoon and thank you for making the effort to be here with us on a hot summer day. My name's ... and I'm ① public affairs. What I'd like to do today is ② our recent corporate campaign. This ③ talk will hopefully ④ a springboard for discussion. I'm going to ⑤ the corporate campaign from three ⑥: firstly, the customers; secondly, the financial institutions; and ⑦ the shareholders. If you have any ⑧, just interrupt me as I ⑨. Your point of view may well be different, and we'd like to ⑩ from you.

2 Good morning, ladies and gentlemen. It's a pleasure to be with you today. My name's ... and I'm in charge of advertising at our headquarters here in Brussels. We are here today to review some key figures and to outline communication strategy over the next three years. So what I intend to do is to break down this presentation into three parts: first, the financial review; second, the options facing us; and finally, the strategy I propose. If you have any questions, please feel free to interrupt me, but I should also say there'll be an opportunity to discuss issues at greater length after my talk.

act as - angles - be - brief - discuss - finally - go along - head of - hear - in charge of - last - learn - look at - outline - points of view - present to you - proceed - queries - questions - responsible for - serve as - short - talk about - viewpoints

Presentations - Linking the parts together

Language focus

Sequencing/Ordering

firstly... secondly... thirdly...
then... next... finally/lastly...
let's start with...
let's move/go on to...
now we come to...
that brings us to...
let's leave that...
that covers...
let's get back to...

Giving reasons/causes

therefore
so
as a result
that's why

Contrasting

but
however

Comparing

similarly
in the same way

Contradicting

in fact
actually

Summarizing

to sum up
in brief
in short

Concluding

in conclusion
to conclude

Highlighting

in particular
especially

Digressing

by the way
in passing

Giving examples

for example
for instance
such as

Generalizing

usually
generally
as a rule

Presentations: Emphasizing and minimizing

Language focus Emphasizing and minimizing

Emphasizing

Strong adverbs intensify adjectives:

We've had an extremely good year.

Adverbs can be total, very strong, or moderate.

TOTAL

absolutely (fantastic)
completely (awful)
entirely (depressing)

VERY STRONG

extremely (good)
very (bad)

MODERATE

fairly (safe)
reasonably (expensive)
quite (cheap)

Minimizing

Look at the way the following expressions of degree and uncertainty modify, or minimize, the message:

It seems we will have to delay the delivery.

The Chief Executive Officer appears to have left the country.

It's just a little bit further.

We're going to reduce our staff a bit.

Perhaps we should consider resigning.

There might be another way.

I tend to think we should stop now.

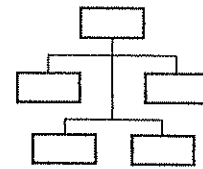
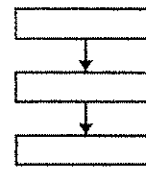
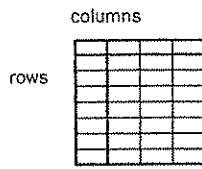
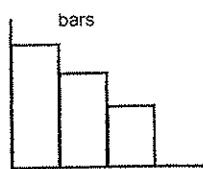
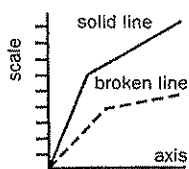
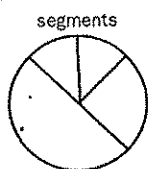
To some extent, the company has failed to realize its potential.

Intonation is also very important in giving more or less emphasis to what we say.

Presentations - Describing trends, charts & graphs

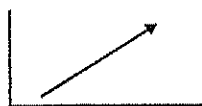
Language focus

Types of chart



Describing change

Upward movement



Our sales rose last year.

To increase and to expand can also be used transitively:
 e.g. *We increased sales.*
We expanded our workforce.

To raise can only be used transitively:
 e.g. *We raised our prices.*

► Note

Transitive verbs can be used when we want to express an action which affects an object.

ACTION OBJECT
 e.g. *We raised our prices.*

Intransitive verbs cannot be used to express an action, only a result.

RESULT
 e.g. *Prices rose.*

Downward movement

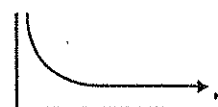


Profits have fallen recently.

To decrease and to drop can also be used transitively:
 e.g. *We have decreased our costs.*
We will drop our prices.

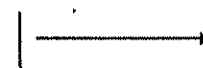
To reduce and to cut can only be used transitively:
 e.g. *We reduced his salary.*
We had to cut 200 jobs.

An end to movement



Sales have flattened out.

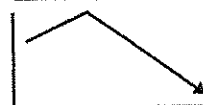
No change



Sales have remained constant.

Three other verbs – *to maintain*, *to hold* and *to keep* – are used transitively:
 e.g. *We plan to maintain our dividend (at the same level).*
We need to hold our costs down.
We plan to keep our prices low.

Degree of change



Sales have fallen considerably.

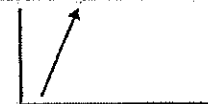


Profits rose slightly.

Speed of change



Absenteeism had dropped slowly.



Sales went up rapidly.

bar chart - flow chart - ligne graph - organigramme - pie chart - table

boom - collapse - contract - decline - decrease - drop - expand - fall - flatten out - go down - go up - grow - increase - level off - remain stable - remain constant - rise - rocket - slump - stay at the same level - stay the same

considerably - dramatically - gradually - moderately - quickly - rapidly - significantly - slightly - slowly - steadily - suddenly

Describing Graphs

In the column on the left, there are nine graphs (A-I). Opposite each graph, you have four statements which describe each graph. Decide which statement is correct in each case. There may be more than one answer.

A



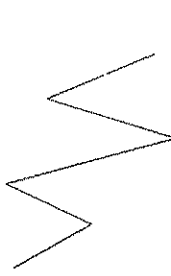
- i. The trend in customer numbers was upward.
- ii. Customer numbers fluctuated slightly.
- iii. There were considerable fluctuations in customer numbers.
- iv. There were fluctuations in customer numbers.

B



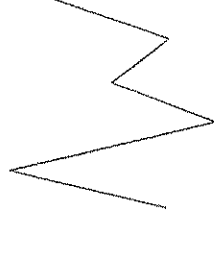
- i. The number of customers fell dramatically.
- ii. Customer numbers fell.
- iii. Numbers fell steadily.
- iv. There was a dramatic drop in customer numbers.

C



- i. The trend in customer numbers was upward.
- ii. Customer numbers fluctuated wildly.
- iii. There was a downward trend in customer numbers.
- iv. Customer numbers were erratic.

D



- i. The trend in customer numbers was downward.
- ii. Customer numbers fluctuated slightly.
- iii. There were wild fluctuations in customer numbers.
- iv. There were fluctuations in customer numbers.

E



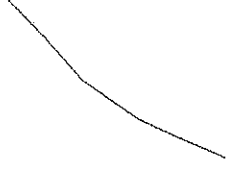
- i. The trend in customer numbers was upward.
- ii. Customer numbers hit a peak.
- iii. There was a peak in customer numbers.
- iv. There was a slight dip in customer numbers.

F



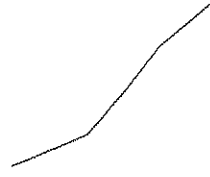
- i. The trend in customer numbers was flat.
- ii. Customer numbers rose.
- iii. Customer numbers rocketed.
- iv. There was a steep rise in customer numbers.

G



- i. Customer numbers soared.
- ii. Customer numbers rocketed.
- iii. There was a steep rise in customer numbers.
- iv. There was a gradual rise in customer numbers.

H



- i. There was a steady fall in customer numbers.
- ii. Customer numbers fluctuated.
- iii. Customer numbers plunged.
- iv. The trend was flat.

I



- i. There was a slight dip in customer numbers.
- ii. The trend in customer numbers was upward.
- iii. Customer numbers dipped.
- iv. Customer numbers reached a peak.

Practice

Exercise 1

Write in words how you would say the numbers in brackets, in British English. There is an example in section A and another one below to help you.

- (456,780) four hundred and fifty-six thousand, seven hundred and eighty
- (1,230)
- (12,300)
- (12,030)
- (12,330)
- (120,300)
- (123,000)
- (123,330)
- (1,230,000)

Exercise 2

Underline the correct words.

- There was a slightly/slightly rise in profits last month.
- We rose/increased our profits slightly/slight last month.
- There was a sharp fall in/of our sales last quarter.
- Our sales fell by/of 6% last quarter.
- We fell/recovered our market share last quarter.
- Our share price hit/beat a low/down last month, but it has since recuperated/recovered and now stands at/in £3.78.
- Our share price reached/met a top/peak in May, but it's fallen back since then.
- Inflation is increasing slow/slowly at the moment, in/by about 1% a year.
- There is a slow/slowly increase in the rate of inflation, off/by about 1% a year.
- Operating profits went from £2.5m to/until £3.1m.
- Dividends paid to shareholders raised/rose by 6%. Last year they fell/cut.
- This year we raised/rose dividends to shareholders. Last year we fell/cut them.

Exercise 3

Complete the sentences with a word or phrase from the list below. Look carefully at the punctuation to see if the words join parts of sentences or link across sentences.

- because / in spite of / ~~in addition~~ / however / therefore
- Sales are up 5%. In addition, market share is up 2%.
 - Sales are up 5%. however, market share is down 2%.
 - Sales are up 5%. therefore, market share is down 2%.
 - Sales are up 5%. because, we should get a bonus at the end of the year.
 - Sales are up 5%. in spite of, we'll all get a bonus at the end of the year.
 - Sales are up 5%. however, the new advertising campaign.
 - Sales are up 5%. therefore, the new advertising campaign has started.

Exercise 4

Match the rules for formal writing 1-6 with the examples a-f.

- | | | |
|--|----------------------------|--|
| 1 Use symbols for dates and large amounts | <input type="checkbox"/> C | a) We'll need twenty four-person teams. |
| 2 Use words for ordinals (first, second) | <input type="checkbox"/> | b) Twelve people took part in the meeting. |
| 3 Use words for two numbers together | <input type="checkbox"/> | c) \$100 will be paid on 28 August. |
| 4 Use words at the beginning of a sentence | <input type="checkbox"/> | d) There are three main recommendations. |
| 5 Use words for estimates | <input type="checkbox"/> | e) We have about two hundred employees. |
| 6 Use words for numbers below ten | <input type="checkbox"/> | f) This is our third annual report. |

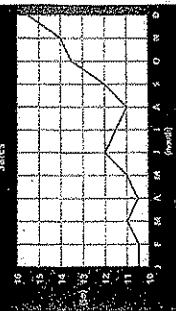
Exercise 5

Write the phrases from the list below on the appropriate lines 1-6.

- | | | | | |
|----------------------------|--------------------|-------------------|---------------|------------------------|
| considerably more than 50% | around 50% | a little over 50% | exactly 50% | almost 50% |
| a little under 50% | much less than 50% | about 50% | precisely 50% | slightly more than 50% |
| 40% | 1 | 2a | 2b | |
| 48% | 2a | 2b | 2b | |
| 48-52% | 3a | 3b | 3b | |
| 50% | 4a | 4b | 4b | |
| 52% | 5a | 5b | 5b | |
| 60% | 6 | | | |

Exercise 6

Complete the conversation between a financial consultant, Andrew Cutting (A.C.), and a sales director, Chris Wood (C.W.), by underlining the correct words.



- A.C. Right. Before we decide on the conditions for the loan, we need to have a careful look at your business. I've got the sales (1) graph/graphic for last year right here. Um, can you just go through the figures for me? Of course. As you can see, sales at the start of the year were quite (2) flat/level, (3) so/although that's not surprising (4) because/due to we always have a quiet period after Christmas.

- A.C. OK, but there wasn't much of a (5) recovery/recovery over the spring period, was there? From your graph I see that at the (6) peak/high in June you were only (7) increased/up (8) by/with two (9) million/millions (10) pounds/of pounds (11) since/on the January figure. What happened?

- C.W. Well, it ... it was a difficult trading period for us - our main competitor (12) cut/fell their prices (13) significantly/significantly, (14) however/in spite of in the second (15) half/half of the year things started to improve.

- A.C. Um. How did that happen?

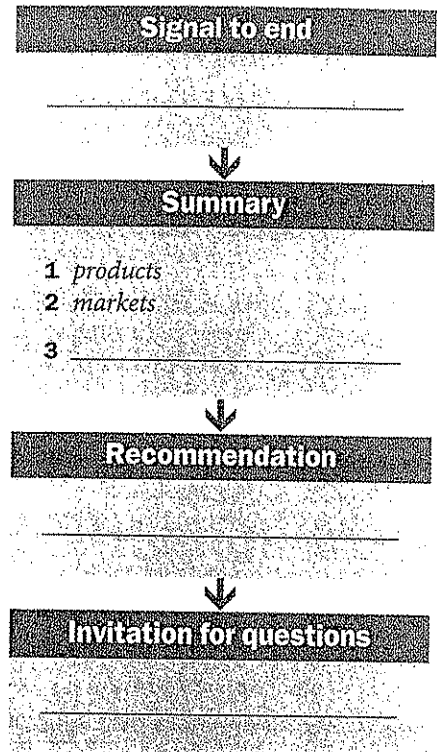
- C.W. Well, we launched a series of new products onto the market, and you'll see that sales (16) riserose (17) sharply/sharply over the autumn.

- A.C. Ah. Oh, yes.

- C.W. In fact the figure went (18) to/until a little (19) under/over fifteen million by the end of the year. Now, we were very happy with those results. And we expect the increase (20) of/in sales to continue this year. Our sales forecasts are looking very good.

- A.C. Um, well, that does look promising. I think we can ...

Presentations: Finishing off



Language focus Endings

Signalling the end

That brings me to the end of my presentation.
That completes my presentation.
Before I stop/finish, let me just say...
That covers all I wanted to say today.

Summarizing

Let me just run over the key points again.
I'll briefly summarize the main issues.
To sum up...
Briefly...

Concluding

As you can see, there are some very good reasons...
In conclusion...
I'd like to leave you with the following thought/idea.

Recommending

So, I would suggest that we...
I'd like to propose... (more formal)
In my opinion, the only way forward is...

Closing

Thank you for your attention.
Thank you for listening.
I hope you will have gained an insight into...

Inviting questions

I'd be glad to try and answer any questions.
So, let's throw it open to questions.
Any questions?

Make full sentences by matching the correct halves.

- | | |
|------------------------------|---|
| a Before we come to the end, | 1 there are four major features. |
| b I'd be glad to answer | 2 we start the discussion now. |
| c To summarize, | 3 by quoting a well-known saying. |
| d We can conclude | 4 we should reduce our costs. |
| e In my opinion, | 5 any questions now. |
| f I'd like to suggest | 6 I'd like to thank you for your participation. |

