

# 1.

## Useful phrases and vocabulary

### INTRODUCTION

#### → Welcoming the audience

- Good morning/afternoon, ladies and gentlemen. Hello/Hi everyone.
- First of all, let me thank you all for coming here today. It's a pleasure to welcome you today. I'm happy/delighted that so many of you could make it today.
- It's good to see you all here.

#### → Introducing yourself

- Let me introduce myself. I'm Ann Brown from ...
- For those of you who don't know me, my name is ...
- Let me just start by introducing myself. My name is ...

#### → Giving your position, function, department, company

- As some of you know, I'm the purchasing manager. I'm the key account manager here and am responsible for ...
- I'm here in my function as the head of ...
- I'm the project manager in charge of ...

#### → Introducing your topic

- What I'd like to present to you today is ...
- I'm here today to present ...
- Today's topic is ...
- The subject/topic of my presentation is ...
- In my presentation I would like to report on ...
- In my talk I'll tell you about ...
- Today I'm going to talk about ...
- I'll be talking about ...

#### → Saying why your topic is relevant for your audience

- Today's topic is of particular interest to those of you/us who ...
- My talk is particularly relevant to those of us who ...
- My topic is/will be very important for you because ...
- By the end of this talk you will be familiar with ...

#### → Stating your purpose

- The purpose/objective/aim of this presentation is to ...
- Our goal is to determine how/the best way to ...
- What I want to show you is ...
- My objective is to ...
- Today I'd like to give you an overview of ...
- Today I'll be showing you/reporting on ...
- I'd like to update you on/inform you about ...
- During the next few hours we'll be ...

#### → Structuring

- I've divided my presentation into three (main) parts. In my presentation I'll focus on three major issues.

#### → Sequencing

- Point one deals with ..., point two ..., and point three ...
- First, I'll be looking at ..., second ..., and third ...
- I'll begin/start off by ... Then I'll move on to ...
- Then/Next/After that ...
- I'll end with ...

#### → Timing

- My presentation will take about 30 minutes.
- It will take about 20 minutes to cover these issues.
- This won't take more than ...

#### → Handouts

- Does everybody have a handout/brochure/copy of the report? Please take one and pass them on.
- Don't worry about taking notes. I've put all the important statistics on a handout for you.
- I'll be handing out copies of the slides at the end of my talk.
- I can email the PowerPoint presentation to anybody who wants it.

#### → Questions

- There will be time for questions after my presentation.
- We will have about 10 minutes for questions in the question and answer period.
- If you have any questions, feel free to interrupt me at any time.
- Feel free to ask questions at any time during my talk.

### EFFECTIVE OPENINGS

#### → Rhetorical questions

- Is market research important for brand development?
- Do we really need quality assurance?

#### → Interesting facts

- According to an article I read recently, ...
- Did you know that ... ?
- I'd like to share an amazing fact/figure with you.

#### → Stories and anecdotes

- I remember when I attended a meeting in Paris, ...
- At a conference in Madrid, I was once asked the following question: ...
- Let me tell you what happened to me ...

#### → Problem to think about

- Suppose you wanted to ... . How would you go about it?
- Imagine you had to ... . What would be your first step?