

WELCOMING YOUR AUDIENCE, INTRODUCING YOURSELF AND THE TOPIC

MORE FORMAL	LESS FORMAL
Good afternoon, ladies and gentlemen.	
Today I would like to...	
Let me just start by introducing myself. My name is...	
It's a pleasure to welcome you today	
The topic of today's presentation is...	
I suggest that we begin now.	
I'm aware that you all have very tight schedules.	

MORE FORMAL	LESS FORMAL
	Hi, everyone
	What I want to do today, is...
	As you know, I'm
	It's good to see you all here
	In my talk I'll tell you about
	Okay, shall we get started?
	I know you are all very busy

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It's a pleasure to welcome you today	It's good to see you all here
The topic of today's presentation is...	In my talk I'll tell you about
I suggest that we begin now.	Okay, shall we get started?
I'm aware that you all have very tight schedules...	I know you are all very busy

about • at • for • into • of • on • to • with

- 1 Thank you _____ coming all this way.
- 2 I've divided my presentation _____ three parts.
- 3 First of all, I'll give you an overview _____ our financial situation.
- 4 First, we'll be looking _____ the company's sales in the last two quarters.
- 5 In the first part of my presentation I'll focus _____ the current project status.
- 6 Point one deals _____ APG's new regulations for Internet use.
- 7 Secondly, I'll talk _____ our investment in office technology.
- 8 After that I'll move on _____ the next point.

OPENING A PRESENTATION

Welcoming the audience

Good morning/afternoon, ladies and gentlemen.
Hello/Hi, everyone.
First of all, let me thank you all for coming here today.
I'm happy/delighted that so many of you could make it today.

Introducing yourself

Let me introduce myself. I'm Dave Elwood from ...
For those of you who don't know me, my name's ...
As you probably know, I'm the new HR manager.
I'm head of logistics here at Air Spares.
I'm here in my function as the Head of Controlling.

Saying what your topic is

As you can see on the screen, our topic today is ...
Today's topic is ...
What I'd like to present to you today is ...
The subject of my presentation is ...

Explaining why your topic is relevant for your audience

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

! Remember to use words like *we*, *us*, and *our* to highlight common interest.

- 1 Tell the audience what you are going to say! = Introduction
- 2 Say it! = Main part
- 3 Tell them what you said! = Conclusion

There are several ways you can tell the audience what you are going to say.

would like + infinitive

Today I'd like to tell you about our new plans.
This morning I'd like to bring you up to date on our department.

going to + infinitive

I'm going to talk to you today about new developments in the R & D Department.
This afternoon I'm going to be reporting on the new division.

will + infinitive

I'll begin by explaining the function.
I'll start off by reviewing our progress.
After that, I'll move on to my next point.

will be + verb -ing

I'll be talking about our guidelines for Internet use.
During the next hour we'll be looking at the advantages of this system.

GIVE	Today I'd like to give you an overview of our present market position.
SHOW	I'll be showing you how the database works.
TALK	During the next two hours we'll be talking about EU tax reform.
BRING	I'd like to bring you up to date on SEKO's investment plans.
REPORT	This afternoon I'm going to report on our financial targets for the division.
UPDATE	Today I'd like to update you on the proposed training project.
LOOK	This morning we'll be looking at business opportunities in Asia.
BEGIN	Today I'll begin by telling you about what Jane's group is working on now.

STRUCTURING A PRESENTATION (2)

The purpose of the introduction is not only to tell the audience who you are, what the talk is about, and why it is relevant to them; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

I've divided my presentation into three (main) parts: x, y, and z.

In my presentation I'll focus on three major issues.

First (of all), I'll be looking at ..., second ..., and third ...

I'll begin / start off by explaining ...

Then / Next / After that, I'll go on to ...

Finally, I'll offer some solutions.

- ! The most common way to structure a presentation is to have three main parts, and then subdivide them into (three) smaller sections.

ORGANIZATION

The final part of the introduction deals with the organization of the talk: how long it will last, whether there will be handouts, and how questions will be handled.

Timing

My presentation will take about 20 minutes.

It should take about 30 minutes to cover these issues.

Handouts

Does everybody have a handout/brochure/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 PowerPoint slides at the end of my talk.

I'll email the PowerPoint presentation to you.

Questions

There will be time for questions after my presentation.

If you have any questions, feel free to interrupt me at any time.

Feel free to ask questions at any time during my talk.

Match the two parts to make typical sentences from the introduction.

- | | |
|---|---|
| 1 For those of you who don't know me, | a to take notes. Everything is on the handout. |
| 2 Feel free to | b about 10 minutes. |
| 3 This won't take more | c I'm Bob Kay in charge of the software division. |
| 4 I'll be passing out | d ask questions at any time. |
| 5 This part of the presentation will take | e for questions after my talk. |
| 6 I'll start off by giving you | f an overview of our product range. |
| 7 There's no need | g handouts in a few minutes. |
| 8 There will be time | h than 20 minutes of your time. |

GETTING THE AUDIENCE'S ATTENTION

Experts say that the first few minutes of a presentation are the most important. If you are able to get the audience's attention quickly, they will be interested in what you have to say. Here are a few techniques you can use to start your talk.

Ask a rhetorical question

Is market research important for brand development?

Do we really need quality assurance?

Start with an interesting fact

According to an article I read recently, central banks are now buying euros instead of dollars.

Did you know that fast food consumption has increased by 600% in Europe since 2002?

Tell them a story or anecdote

I remember when I attended a meeting in Paris. ... At a conference in Madrid, I was once asked the following question: ...

Give them a problem to think about

Suppose you wanted to set up a new call centre. How would you go about it?

Imagine you had to reorganize the sales department. What would be your first step?

CHECKLIST FOR INTRODUCTIONS



- 1 Welcome the audience.
- 2 Introduce yourself (name, position/function).
- 3 State your topic.
- 4 Explain why your topic is important for the audience.
- 5 Outline the structure of your talk.
- 6 'What comes when?' say when you'll be dealing with each point.
- 7 Let the audience know how you're organizing the presentation (handouts, questions, etc.).