

HAPPY CURL

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 ...

Name: Helen Smith

Company's name: Happy curl

Target audience:
Individuals with curly hair

Topic: The importance of using the right ingredients and hair care products to take care of curly hair.

Purpose: To make curly haired individuals buy Happy curl's new formula.

Presentation subtopics:

- The importance to use the appropriate hair care products for each type of hair,

- information on the ingredients used to develop the new formula,

- why Happy Curl is different from other brands (excellent results on top of also using packaging that is good for the environment and being cruelty free).

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.

Timing:
10 min

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?

Added value:

Rhetorical question about the difficulties of taking care of curly hair.

