

HAPPY CURL

INTRODUCTION

Welcoming the audience

- Hello / hi everyone
- Thanks for being here today.
- It's so good to see you all here.

Introducing yourself

- So, as you know I'm...
- I'm From

Giving your position, function, department, company

- I'm in charge of ...

Introducing your topic

- I'll be talking about...
- Today I'm going to talk about ...
- In my talk I'll tell you about ...
- Okay, so today I want to inform you about/ explain to you/ tell you about ...

Saying why your topic is relevant to your particular audience

- Today I am going to talk about something particularly interesting for
- At the end of this presentation, you will understand ...

Stating your purpose

- So shall we start talking about ...?
- My main goal for today is to inform you about ...
- So, today I'll present the following topic: ...
- So, during these next few hours/ minutes we'll take a look at ...

Structuring

- So, during this presentation we will particularly look at/ focus on three main parts.
- In this presentation, I will focus on three main ideas.

Sequencing

- So, we will first look at ... then ... and finally ...
- The presentation will be structured by first understanding Then looking at ... and thirdly I'll explain....
- So, the first part is about ... the second one's about... and the third one is about...

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

- So, the presentation will be approximately 10 min.
- This will take about 5 min.
- Just as a heads up, this presentation will take about ...

Handouts

- I'll be giving you all copies of the slides so don't stress about taking notes.
- I also wouldn't mind sending you an email with the ppt slides, just let me know.
- You don't have to take notes if you don't want. I'll give out a handout with all the important statistics at the end.

Timing:
10 min

Questions

- There will be time for questions at the very end.
- If you have any questions just let me know
- Feel free to ask any questions during my presentation.
- If you have any questions later on after the presentation, feel free to shoot me an email. I'll gladly assist you with anything.
- We will have a short Q&A session at the end of the presentation, so please hold your questions until then.

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.