

Professional English Presentations

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Key Phrases for Presenting in English

Introducing the Topic:

This morning / Today / This afternoon, I'd like to talk about / describe ...

Ex.: *This afternoon, I'd like to talk about the history of our firm.*

Notes:

Let me briefly take you through what we'll / I'll be discussing / speaking about today.

Ex.: *Let me briefly take you through what we'll be discussing today. First we're going to... Then... Finally...*

Notes:

The aim of my presentation is to explain / illustrate...

Ex.: *The aim of my presentation is to illustrate the importance of good communication skills.*

Notes:

I have divided my presentation into / My talk will be in three/two parts.

Ex.: *My talk will be in two parts. I'll begin speaking about marketing issues. Then I'll move on to distribution factors.*

Notes:

First, I'd like to give you an overview / speak about / introduce ...

Ex.: *First I'd like to introduce our firm.*

Notes:

Second / Then / After that / Finally, I'll / we'll move on to / focus on / deal with / consider / talk about ...

Ex.: *After that we'll consider the financial implications.*

Notes:

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Referring to Questions:

Please feel free to interrupt me if you would like to ask a question / ask any questions as we go along.

Ex.: *Please feel free to interrupt me if you have any questions during the presentation.*

Notes:

If you don't mind, I'd prefer to / we'll leave questions till the end.

Ex.: *If you don't mind, I'd prefer to leave questions till the end of the presentation.*

Notes:

Introducing Sections:

So, let's start / begin with ...

Ex.: *So, let's begin with our objectives.*

Notes:

Now, let's move on to ...

Ex.: *Now, let's move on to the next part which is Product Features.*

Notes:

Let's turn our attention to ...

Ex.: *Let's turn our attention to the issue of customer service.*

Notes:

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This leads me / us to ...

Ex.: *This leads us to our third point.*

Notes:

Finally, ...

Ex.: *Finally, let's consider the potential benefits of such a partnership.*

Notes:

Commenting:

What this means is...

Ex.: *What this means is that it is possible to obtain a quality product at a reasonable price.*

Notes:

I think **this / that** is interesting because...

Ex.: *I think this is interesting because it tells us that customers are becoming more quality sensitive and less price-sensitive.*

Notes:

What is great / The best thing about ... is ...

Ex.: *What is great about the widget is that it is a high quality product at an affordable price.*

Notes:

I'd just like to highlight..

Ex.: *I'd just like to highlight the benefits of the widget. It's a high quality, affordable and attractive product.*

Notes:

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Rhetorical Questions:

So, what can we learn from this?

Ex.: *So, what can we learn from this? Clearly, there is a strong link between sales levels and customer service.*

Notes:

How should we interpret these **figures / statistics**?

Ex.: *How should we interpret these figures? Well, it is obvious that there is a strong link between sales levels and customer service.*

Notes:

You're probably asking yourselves what all this means.

Ex.: *You're probably asking yourselves what all this means. It means that there is a strong link between sales and customer service.*

Notes:

Summarizing a Section:

That completes my **description / analysis** of ...

Ex.: *That completes my analysis of the financial impact.*

Notes:

So, to summarize, **there are / I have spoken about / we have looked at / we have examined** ...

Ex.: *So, to summarize, we have looked at five key points that need to be considered when evaluating potential suppliers.*

Notes:

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Referring Backwards and Forwards:

I mentioned earlier...

Ex.: *I mentioned earlier the importance of customer support.*

Notes:

I'll say / talk more about this later.

Ex.: *I won't go into details about production requirements now, but I'll say more about it later.*

Notes:

We'll / I'll come / get back to this point later.

Ex.: *That's as much as I'm going to say about delivery terms now, but we'll come back to this point later.*

Notes:

Checking Understanding:

Does anyone need any clarification on that?

Ex.: *Does anyone need any clarification on these figures? I would be happy to answer any of your questions.*

Notes:

Are there any questions?

Ex.: *So, that's all I have to say about the financing plan. Are there any questions?*

Notes:

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Referring to Visual Information:

This transparency / slide / diagram / illustration / graph / map / chart / flip chart shows...

Ex.: *This slide shows the results of last month's customer satisfaction survey. As you can see, there are areas for improvement.*

Notes:

If you look at this diagram / this graph / these statistics, you can see...

Ex.: *If you look at this graph, you can see a steady increase in market share over the past five years.*

Notes:

What is interesting in the slide is...

Ex.: *What is interesting in the slide is the fluctuations in sales results which do not appear to be seasonally related.*

Notes:

I'd like to draw your attention to...

Ex.: *I'd like to draw your attention to the peaks shown on this sales graph. They seem to correspond with peaks in housing starts.*

Notes:

Referring to Common Knowledge:

As you know / I'm sure you are aware / I'm sure you know,...

Ex.: *As I'm sure you are aware, Czech exports have been steadily rising since 2000.*

Notes:

What you may / might not know / be aware of is ...

Ex.: *What you may not know is how many smaller suppliers are competing in the same market.*

Notes:

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Concluding:

That concludes my **talk / presentation**. If you have any questions, **I'd be pleased / I'll do my best** to answer them.

Ex.: *That concludes my presentation. If you have any questions, I'll do my best to answer them.*

Notes:

That brings me to the end of my presentation.

Ex.: *That brings me to the end of my presentation. Thank you for your attention. I'd be happy to take any questions now.*

Notes:

That just about winds up my presentation.

Ex.: *So, that just about winds up my presentation. I hope I haven't left anything out. Are there any questions?*

Notes:

Dealing with Questions:

That's a good point.

Ex.: *Yes, that's a good point. I think the best way to avoid that problem is to have your suppliers thoroughly vetted.*

Notes:

I'm glad you asked that question.

Ex.: *I'm glad you asked that question. We have looked into using graphite, but the costs at this time are prohibitive.*

Notes:

Can I get back to you on that later? I'm afraid I don't have...

Ex.: *Can I get back to you on that later? I'm afraid I don't have that information with me today.*

Notes:

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I'm afraid I'm not the right person to answer that. If you leave me your contact information, I'll have ... get back to you.

Ex.: *I'm afraid I'm not the right person to answer that. If you leave me your card, I'll have our Production Manager get back to you.*

Notes:

Presentation Vocabulary Used to Describe Quantities, Trends and Changes

Terms Used to Express Non-specific Quantities:

English Term	Example	Czech Translation
around	The population of the Czech Republic is <u>around</u> 10,000,000.	
approximately	The population of the Czech Republic is <u>approximately</u> 10,000,000.	
roughly	The population of the Czech Republic is <u>roughly</u> 10,000,000.	
nearly	ABC co.'s revenues were <u>nearly</u> \$3,000,000 last year. (\$2,910,000)	
almost	ABC co.'s revenues were <u>almost</u> \$3,000,000 last year. (\$2,910,000)	
over / more than	XYZ co. sold <u>over</u> 100,000 widgets last month. (100,568)	
fewer than / less than	ABC co. sold <u>fewer than</u> 100,000 widgets last month. (959,125)	
most	<u>Most</u> of our customers come to us for quality service.	
many	<u>Many</u> of our customers demand customize products.	
several	<u>Several</u> of our customers do more than \$500,000 in sales with us annually.	
a few	<u>A few</u> of our customers are located in Russia.	

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Terms Used to Quantify:

English Term	Example	Czech Translation
just	XYZ co. has sold <u>just</u> over 100,000 widgets this month. (100,018)	
slightly	ABC co. has sold <u>slightly</u> fewer than 100,000 widgets this month. (999,575)	
marginally	XYZ co. has sold <u>marginally</u> more than ABC co. this month.	
far	ABC co.'s revenues were <u>far</u> higher last year than the year before. (last year: \$2,910,00. The year before: \$2,120,000)	
significantly	ABC co.'s revenues were <u>significantly</u> higher last year than the year before. (last year: \$2,910,000. The year before: \$2,120,000)	

Terms Used to Express Trends and Changes:

English Term	Example	Czech Translation
rise (<i>noun and verb</i>)	ABC's revenues have <u>risen</u> by more than 25%.	
increase (<i>noun and verb</i>)	There has been an <u>increase</u> of 27.14% in ABC's revenues.	
go up (<i>verb</i>)	Revenues have <u>gone up</u> by slightly more than 27%.	
improve (<i>verb</i>)	The firm's revenues have <u>improved</u> by nearly 30%.	
raise (<i>verb</i>)	They expect revenues to continue to improve if the Government doesn't <u>raise</u> sales taxes.	
decline (<i>noun and verb</i>)	XYZ co.'s sales have marginally <u>declined</u> over the past month.	
fall (<i>verb</i>)	XYZ co.'s sales have <u>fallen</u> by 550 units since last month.	
decrease (<i>noun and verb</i>)	This is a <u>decrease</u> of roughly 0.5%.	
put down (<i>verb</i>)	The firm is considering <u>putting down</u> it's prices to regain market share.	
lower (<i>verb</i>)	The firm is considering <u>lowering</u> it's prices to regain market share.	
reduce (<i>verb</i>)	The firm is considering <u>reducing</u> it's prices to regain market share.	
go down (<i>verb</i>)	If demand <u>goes down</u> , both firms may have to reduce their prices.	

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Prepositions Used to Describe Trends and Changes:

English Term	Example	Czech Translation
by	Sales increased <u>by</u> approximately 27%.	
of	There has been an increase <u>of</u> roughly 27% in sales.	
from...to...	Sales have increased <u>from</u> \$2,120,000 <u>to</u> \$2,910,000.	

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Presentation Check List

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Have you specified your objectives (what you want to accomplish) clearly and simply? Remember 'less is more'.
<input type="checkbox"/>	<input type="checkbox"/>	Have you prepared your material in language that your audience will understand? Who is your audience and what can they understand?
<input type="checkbox"/>	<input type="checkbox"/>	Is your language clear, positive and goal-oriented?
<input type="checkbox"/>	<input type="checkbox"/>	Have you chosen appropriate tools? (e.g. slide show, flip chart, demonstration, whiteboard, hand-outs, etc...)
<input type="checkbox"/>	<input type="checkbox"/>	Have you mixed up your tools and techniques to keep your audience interested and involved?
<input type="checkbox"/>	<input type="checkbox"/>	Are you using your tools appropriately? (e.g. not too much information on your slides, visible colours, large enough fonts, not too many slides, etc...)
<input type="checkbox"/>	<input type="checkbox"/>	Have you considered attention spans? Remember the 90/20/6-8 rule. 90 minutes is the total maximum for understanding; 20 minutes maximum for retention and a hook every 8 minutes.
<input type="checkbox"/>	<input type="checkbox"/>	Have you double-checked your English?
<input type="checkbox"/>	<input type="checkbox"/>	Have you rehearsed your presentation so that you know it inside out? This is important so that you are not too dependant on slides and notes. Make eye contact!
<input type="checkbox"/>	<input type="checkbox"/>	Have you prepared your flip charts in advance and tagged them so you can flip to them easily?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have all your other materials and tools ready to go?
<input type="checkbox"/>	<input type="checkbox"/>	Have you anticipated questions the audience might ask?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a back-up plan if there are unexpected problems? (e.g. burnt out projector bulb, power outage, more / fewer people than anticipated, etc...)
<input type="checkbox"/>	<input type="checkbox"/>	Have you checked the room where you will be presenting and arranged for it to be set up?
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	

