



Presentations in English

language...



Examples of formal greetings used by a guest presenter:

- *Good morning, ladies and gentlemen. I'm delighted to be here with you today.*
- *Good afternoon. It's a pleasure / an honour to address such a distinguished audience.*

Example of informal greetings (e.g. a group of colleagues / students):

- *Good morning, everyone! I'm glad you've made it here today.*
- *Hello! I hope that you will find it useful to hear what I've got to present today.*



The outline of your presentation

Examples:

- *My presentation is divided into the following three parts / sections: ...*
- *This subject matter can be broken into the four main fields:*
- *First of all ...*
- *Next / Secondly ...*
- *Then / Thirdly ...*
- *Last of all / Finally*
- *This issue / subject / problem can be analysed from two different angles, which are ... and*



The length of your presentation

Examples:

- *I shall try to be brief.*
- *My talk should last about ... minutes.*
- *I would not like to take too much of your time, so this presentation shouldn't exceed one hour.*



Question time

Examples:

- *I shall be happy to answer any questions at the end of my presentation.*
- *Should you have any questions, please interrupt me at any point during my talk.*
- *If anything needs clarifying, do feel free to interrupt me as we go along. In any case, there will be an opportunity for discussion at the end.*



LINKING IDEAS

Ordering

- *First of all, Secondly, Thirdly, Last but not least,*
- *To begin with, let's analyse Next, we shall have a look at Finally,*
- *Let's start with That brings us to Let's come back to Let's move on to*

Examples:

- *Why should we invest in the Czech Republic? **First of all**, it has relatively lower labour costs than many other European countries, and **secondly**, the Czech currency is stable. **Thirdly**, the workforce is well-qualified, and **finally**, there is a strong local market.*
- ***To begin with**, let's analyse this year's sales figures. **Next**, we shall look at net profit results. **Last but not least**, we will discuss various dividend-related matters.*



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LINKING IDEAS

Adding more to a point already made

- *Also; moreover; furthermore; what's more*
- *In addition; besides; as well (as); not only ... but also*
- *Either, neither ... nor (for negatives)*
- *As far as ... is concerned; as to; as regards; with respect to; regarding*

Examples:

- *My talk will focus on the issue of replacing branded medicines by generics. **In addition** / **Besides** / **Also**, I'd like to discuss how this replacement can be managed in the hospital environment.*
- *In this municipality, 86% of households now own a PC. **Moreover** / **Furthermore**, more than third of them have a broad band Internet connection.*
- *Our company has **neither** capital **nor** expertise to invest outside the domestic market.*



LINKING IDEAS

Comparing

Showing dissimilarities:

- *By contrast,*
- *On the contrary*
- *While / whereas ... ,*

Showing similarities:

- *Similarly, ... also as well (as)*

Examples:

- *Young people often hold senior managerial positions in the US, **whereas /while** their Asian counterparts usually need to wait until their fifties to occupy such posts.*
- *Our sales in the domestic market are shrinking. **By contrast**, Asian subsidiaries have presented high sales figures.*



Presentations in English

LINKING IDEAS

Giving examples

- *For example, ...; for instance, ...*
- *Such as / as follows / as in the following examples / including*

Giving a strong example, adding emphasis

- *Namely; particularly; especially; in particular; notably*

Examples:

- *Some delays owing to factors **such as** strikes or bad weather are beyond our control.*
- *We have received many application letters from young graduates, **in particular** those with degrees in Management.*



LINKING IDEAS

Generalising

- *In general, ...; As a rule, ... ; On the whole, ...;*
- *Broadly speaking, ...; Overall, ...; All in all, ...*
- *usually; typically*

Examples:

- ***On the whole / Overall / All in all / Broadly speaking**, I agree with your proposal.*
- ***As a rule**, job applicants have to send an up-to-date CV with a photo.*
- *Our marketing policy is **usually / typically** based on the classical 7 P's.*



Presentations in English

LINKING IDEAS

Giving reasons

- *Owing to ...; Due to ...; As a result of ...; Because of ...*
(followed by a noun)

- *... because / since / as...*
(linking two parts of the same sentence)

- *Therefore, ...; That's why, ...*
(separating two sentences)

Examples:

- ***Owing to / Due to / As a result of / Because of** unfavourable weather conditions, we were unable to deliver the order by the due date.*
- *I can't answer your question **because / as / since** I don't have the exact figures at the moment.*



Presentations in English

LINKING IDEAS

Summarising

- *To sum up, ...; To recap, ...; To put it simply, ...*
- *In other words, ...; In short, ... ; So, ...*

Examples:

- ***So, to sum up / to recap**, our company offers a wide range of services to corporate and private clients in the areas of finance, banking and insurance.*
- ***In short / in other words**, the production line can't continue in its present form.*



LINKING IDEAS

Concluding

- *In conclusion, ... / To conclude, ... / Thus, ...*

Examples:

- ***In conclusion / To conclude***, I hope to have the pleasure of welcoming you to our country at the next year's conference.
- ***Thus***, the company must consider alternative methods of growth.



Audience

Try to involve your audience by making reference to their experience using expressions such as:

- *As many of you may remember ...*
- *Have you ever noticed ... ?*
- *I'm sure you would agree that ...*
- *How many of you have experienced ... ?*



Expressions used to emphasise a message

There are three major degrees of emphasis: total, strong and moderate.

Different adjectives, adverbs and other expressions are often used to lay emphasis upon an idea. Look at the examples below:

Total:

- *The previous advertising campaign was a **complete** disaster.*
- *The Financial Director was **absolutely** right.*
- *Introducing flexitime is an **entirely** new idea in our context.*
- *This year's profit is **by far** the highest we have **ever** had.*



Expressions used to emphasise a message

Strong:

- *Very few participants stayed until the end of the conference.*
- *My last presentation went **really** well.*
- *Continuing education has become **extremely** important in the business world.*
- *The president's letter was **exceedingly** long.*



Expressions used to emphasise a message

Moderate:

- *The installation of new software turned out to be **quite** expensive.*
- *The new model is **reasonably** user-friendly.*
- *Your feedback was **fairly** useful. Thanks! (Use **fairly** for positive remarks)*
- *The report was written in a **rather** unintelligible language. (Use **rather** for negative remarks)*



Expressions used to minimise a message

If you are not a hundred percent sure when you state a fact or make a claim, there are expressions that can help you to express a certain degree of uncertainty.

- *The whole company **seems** to be in favour of introducing flexitime.*
- *We **tend to** ignore ideas coming from our junior managers.*
- ***It appears to me** that too much time is spent in meetings.*
- *There **may/might** be an alternative.*
- ***In principle**, there shouldn't be any objections.*
- *The process of restructuring is still **somewhat** uncertain.*



The final part of any presentation should include the following:

- a signal that the presentation is about to finish
- a concise summary of the main points
- a conclusion or recommendation (where appropriate)
- an invitation to open a discussion or to ask questions

Signal the end:

- *Before I finish, let me just say ...*
- *So, that brings me to the end of my presentation.*
- *Overall, that covers everything I wanted to say today.*



Summarise the main points:

- *To sum up / recap, ...*
- *Let me briefly summarise the main points.*
- *Let us just go over the key points again.*

Conclude:

- *In conclusion ...*
- *To conclude ...*
- *As I have been trying to show, ...*



Close a presentation:

- *Thank you for your attention.*
- *Thank you for listening.*

Invite questions:

- *Are there any questions, please?*
- *Now I'd be happy to answer any questions.*
- *I'd be glad to clarify any doubts you may have.*



Clarifying a question:

- *Sorry, I didn't quite catch that.*
- *Could you repeat your question, please?*
- *If I understand you correctly, you are saying / asking ...*

Avoiding giving an answer

- *That's interesting, but I wouldn't like to discuss this issue today.*
- *Perhaps we could deal with this topic later.*
- *I'm afraid that is not quite my field.*
- *Sorry but I don't have the figures with me.* (when asked about sales, profit, etc.)



Checking satisfaction:

- *I hope I've answered your question.*
- *Have I answered your question?*
- *May we go on?*
- *Is that clear?*