

Presentations

A presentation is the ideal moment for tired executives to drop off to sleep. The lights are low, the topic full of dull figures and, well, the lunch was good and before you know it they've nodded off.

So keep your talk lively and engage your audience with eye contact and with your enthusiasm! And use different words in your talk from the words on the display, which mean much the same thing of course.

When you are listening to a presentation in the UK, be cautious of checking your phone messages or giving your attention to things other than the speaker. It may give the wrong signal. In some other countries it is not unusual for people to open their tablets or smartphones and check their emails - even when the speaker is in mid flow. Speakers in the UK may think they are too boring if they see you doing something else!

TIP

When you give a presentation with text or bullet points on a display, as you talk use **different words** from the words in the text. As here ...

It's cheaper to run, no vandalism or theft, no threat of terrorism, absolutely no traffic problems, and you can park where you like ...

RELOCATE TO ANTARCTICA

- Low overheads
- Zero crime rate
- Terrorist-proof
- No traffic queues
- Unlimited car-parking



Presentations: practice

Imagine you are giving a presentation on each of the topics below. Put in your own words the display points: without using the underlined words.

12 MONTH SALES PLAN
Focus sales on China
Recruit an agent in Shanghai
Analyse ongoing market trends in China

EXAMPLE

Concentrate our sales effort on China

Find someone to represent us in Shanghai

Watch how the market develops in China



Do not exceed budget

Optimize synergies across the group

Increase global production by 25%

Reduce transport costs

Outsource recruitment projects

Incentivise internet purchases

Focus on e-sales

TWO-YEAR PLAN

Achieve 100% sales increase
within two years

Implement linguistic and cultural
training for all international
teams

Upgrade all software applications

ROLE PLAY

Imagine you are a senior
executive of a multinational
organisation.

Give a short talk introducing
the Two-Year Plan. The
people attending will see the
display (left), so try to use
different words that get the
same message across but in
a more informal way.

When you are looking for a different way to express a detail in the display, make use of the British habit of approximating when discussing times, amounts and other details. For instance if a clock says '10.02' they may say 'Just gone ten o'clock'. To express '47%' they might say 'Just under half'.

Present the report of last year's sales of ladies' footwear at SHOES-R-US, without using a %, and where necessary use approximations.

SHOES -R- US

Ladies Sales

25% high-heeled shoes

20% trainers

20% knee-high boots

10% ankle boots

10% sandals

15% other

ROLE PLAY

You are the CEO of a building company.

Outline these six points below without simply repeating all the text here.

BUILDING & CONSTRUCTION Plans going forward

1. Achieve 50% sales increase within three years
2. Develop enhanced performance-appraisal procedures for workforce
3. Implement best-practice health & safety measures
4. Monitor robust quality evaluation of building materials
5. Prioritise sustainability in all construction projects
6. Deliver building projects within agreed timeframes

Suggestion for homestudy

ROLE PLAY

Imagine you are the PR manager of the company you work for now.

You have to introduce your company to your teacher (a journalist), and outline what it does, where it operates and why it is successful.

First prepare some short phrases for a display. Then present the information where you can with fresh language.

