

## 3.4 Speaking Delivering presentations



## Discussion

**1** Work with a partner. Which factors do you think can make or break a presentation. Make a list of three 'make' factors and three 'break' factors, using the ideas below to help you.

body language    visual aids    delivery    knowledge of the subject  
use of technical jargon    clear structure    length

## Listening

**2** 1:26 Work with a partner. Listen to four brief extracts from presentations. Match each speaker with a presentation problem from the list below.

- |                                 |   |
|---------------------------------|---|
| a Speed: too fast               | e Incorrect vocabulary                          |
| b Inappropriate pauses          | f No checking to see if listeners are following |
| c Excessive jargon and acronyms | g Lack of signposting                           |
| d Long sentences                |   |

**3** Match the problems in 2 with solutions 1–7 below.

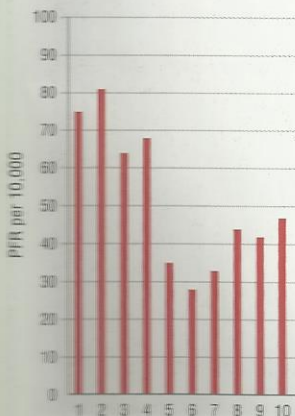
- 1 Using the correct word is important. Remember to use collocations and other common word combinations.
- 2 Keep sentences short. Your talk will be easier to follow and carry more impact.
- 3 Take time to check that your audience is following what you say.
- 4 Slow down. Pause. Give the audience time to think about what you are saying.
- 5 Learn and use key expressions to signal to your audience where you are in the talk.
- 6 Think about your listeners. Explain any jargon or acronyms they may not know.
- 7 Pauses in speech ... are like punctuation in writing. Use them ... to give more impact ... to what you are saying.

## Predicting and listening

**4** Work with a partner. Quality assurance engineer Marc Pinto is presenting the graph on the left. What do you think it represents? What do you expect he will say about it?

**5** 1:27 Listen to Marc's presentation and check whether your predictions were correct.

**6** Listen again and decide how well Marc presents his information using the ideas in 2 and 3 to help you.



## Signposting

**7** Signposting presentations can help the listener. Listen to Marc's presentation again. Complete the signposting expressions which he uses.

### Referring to graphics

This graph (1) \_\_\_\_\_ the ...  
(2) \_\_\_\_\_ you can see, ...

### Digressing

Just to digress a moment ...  
By the (3) \_\_\_\_\_, ...

### Restating/reformulating

In other (4) \_\_\_\_\_, ...  
What I mean is ...

### Emphasizing

And (5) \_\_\_\_\_, that's why ...  
I must emphasize that ...

### Checking understanding

Is that (6) \_\_\_\_\_ so far?  
Does that make sense?

### Ending one point

I think that (7) \_\_\_\_\_ ...  
That's all I want to say about ...

### Moving on

So, now let's turn to ...  
Now, I'd like to (8) \_\_\_\_\_ at ...  
Anyway, ...

## Presentation

**8** You are committee members of your company's sports and social club. You have allocated a budget of £450 to spend on one of the three items below. Work in three groups, A, B and C, to prepare a short presentation of your item to persuade the committee to buy it. Use the presentation outline to help you, and prepare one or two slides to illustrate your talk.

### A Dishwasher

Water consumption	16 l/load
Energy rating	A
Energy consumption	1.1 kWh
Capacity	12 place settings
Noise rating	45 dB
Price	£334



### B Washing machine

Water consumption	55 l/load
Energy rating	B
Energy consumption	1.3 kWh
Capacity	6 kg
Noise rating	52 dB
Price	£295



### C Espresso coffee maker

Water consumption	0.4 l/4 cups
Energy rating	A
Energy consumption	1.25 kWh
Capacity	4 cups/minute
Noise rating	N/A
Price	£423



## Internet research

Search for the keywords "presentation signposting" and see how many other expressions you can find. Make a list of your five favourites and share them with the class.

Presentation outline:

Technical facts and figures

Advantages (and disadvantages?)

Why the product is a better choice than the other two

Conclusion

**9** Take turns presenting your product. After each talk, give feedback on clarity and impact using the table on page 113. Decide which product to buy.

**4 Speaking: Coaching**  
**Role-play (page 51, exercise 9)**

**Situation 1**  
 Your job: Department Manager, Sports Department  
 While you were away on vacation, your assistant manager was unreachable, your mountain supplier phoned your assistant manager to say he couldn't supply the bikes you'd ordered for a big campaign starting the following week. Fortunately your assistant manager spent most of the weekend finding alternative suppliers and delivering bikes to the store, after negotiating even better terms than you had obtained from the original supplier. How do you feel about her/him just how pleased you are with what she/he did.

**Situation 2**  
 Your job: Manager, white goods department  
 Your boss, the General Manager, has asked to see you, probably to get/give feedback on the one-day training session you ran for sales assistants last month. You know she/he wasn't very happy about the cost, but was persuaded to go ahead. You are sure the training session was very beneficial - be prepared to justify the time and investment.

**Situation 3**  
 Your job: Manager, toy department  
 One of your sales assistants is a maverick. A brilliant communicator, she/he has a natural talent for selling and keeping customers happy. However, she/he is constantly late, sometimes spends several hours in the cafeteria, and rarely completes any paperwork. Tell her/him how you feel.

**Situation 4**  
 Your job: Administrative assistant, Finance department  
 You are responsible for promoting the store's credit card. By encouraging your large circle of friends from university to sign up for the credit card, you have achieved excellent results. The Finance Manager has asked to see you - you expect she/he wants to congratulate you on your success.

**3.4 Speaking: Delivering presentations**  
**Presentation (page 39, exercise 9)**

Use the table to give feedback on your colleagues' presentations.  
 1 = Poor, 2 = Acceptable, 3 = Good, 4 = Excellent

	1	2	3	4
Pauses				
Sentence length				
Signposting				
Speed				
Collocations				
Explanation of jargon				
Clarity				
Impact				

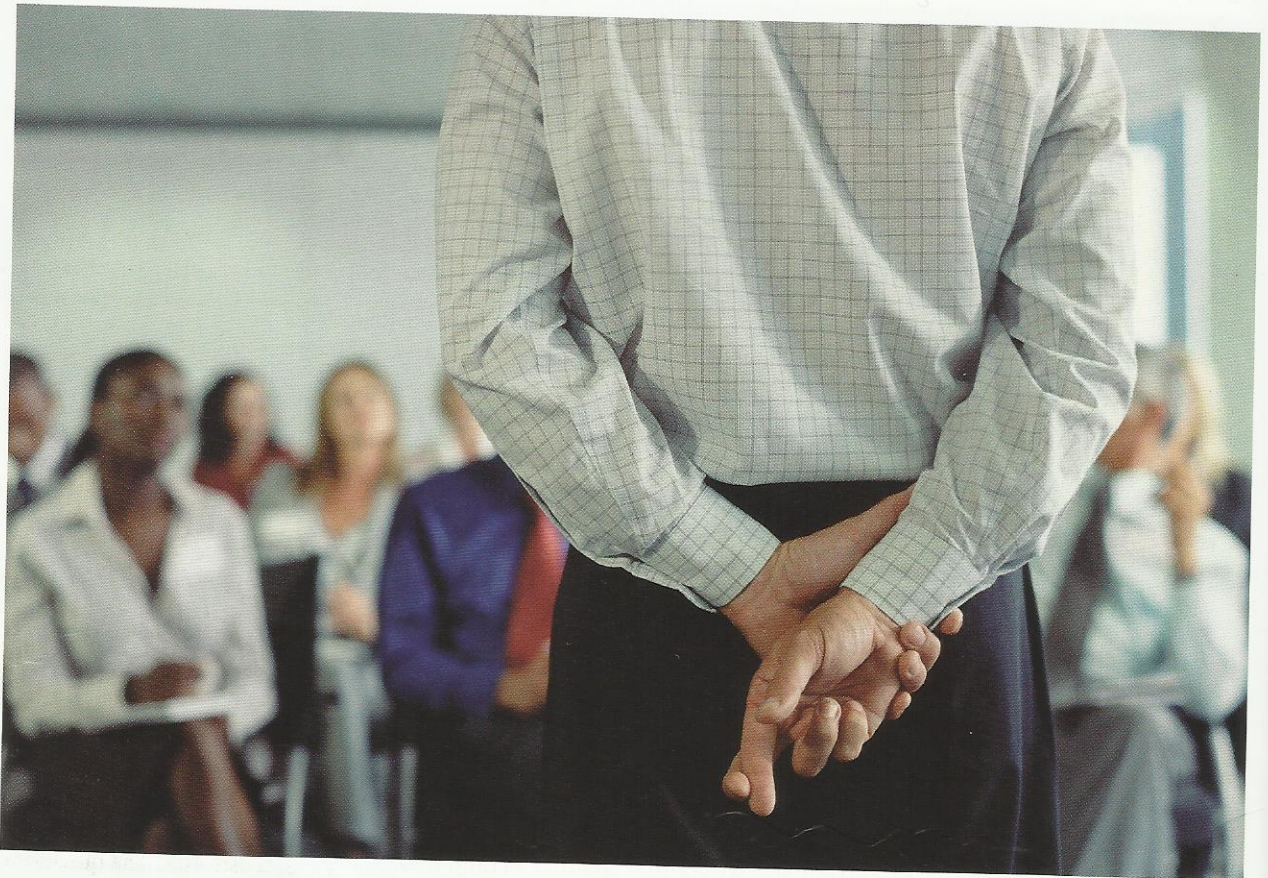
**5.6 Case study: Backchat Communications**  
**Negotiation (page 69, exercise 7)**

**Sellers**

Follow the instructions below to calculate your score.

	Score
Give yourself 1 point for every Basic contract sold.	
Give yourself 2 points for every Plus contract sold.	
Give yourself 3 points for every Hi-tech contract sold	
Give yourself 1 point for every 18-month contract sold	
Give yourself 2 points for every 24-month contract sold	
Give yourself 1 point for every extra sold	
Deduct 1 point for every extra given free	
Deduct 1 point for every 5000 won discount given	
<b>Total</b>	

## 6.4 Speaking Taking questions in presentations

**Discussion**

**1** Work in small groups. The question and answer session is an important but unpredictable part of most presentations. Decide whether you agree or disagree with the following statements.

If there are no questions, it means that you've made a really good presentation.  
 It's better to answer questions during the presentation rather than waiting till the end.  
 There's only one type of question: awkward!  
 The question and answer session is an opportunity, not a threat.  
 When answering a question, keep it brief.  
 Never admit that you don't know the answer to a question. Bluff if necessary!

**Listening**

**2** **2:15** Juliette Duncan, a presentations specialist, is giving a seminar on *Perfect Presentations*. Listen to the first part of her talk. What four pieces of advice does she give for fielding questions?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

**3** **2:16** Listen to the second part of Juliette's seminar. She mentions five types of question. Complete the list.

**Five types of question**

- 1 Useful
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

# Dealing with Questions 1

When someone in the audience asks you a question, it's a good idea to comment on it before you actually answer it. This gives you time to think. There are four basic types of question:

**Good questions**

Thank people for asking them. They help you to get your message across to the audience better.

**Difficult questions**

These are the ones you can't or prefer not to answer. Say you don't know, offer to find out or ask the questioner what they think.

**Unnecessary questions**

You have already given this information. Point this out, answer briefly again and move on.

**Irrelevant questions**

Try not to sound rude, but move on.

**TASK**

Put the following responses into 4 groups: responses to good questions, difficult questions, unnecessary questions and irrelevant questions.

1. I'm afraid I don't see the connection.
2. Sorry, I don't follow you.
3. I don't know that off the top of my head.
4. Can I get back to you on that?
5. I think I answered that earlier.
6. Good point.
7. Interesting. What do you think?
8. Well, as I said . . .
9. I'm afraid I'm not in a position to comment on that.
10. I wish I knew.
11. I'm glad you asked that.
12. Well, as I mentioned earlier, . . .
13. To be honest, I think that raises a different issue.
14. That's a very good question.
15. I'm afraid I don't have that information with me.

GOOD	DIFFICULT	UNNECESSARY	IRRELEVANT

Repeat the phrases until you feel comfortable saying them. Choose one or two you like from

# 4.4

## Developing a complex argument

Worksheet

- A** Study this extract from a talk about tourism. Are any of the problems the same for your country?

Well, in this country we are facing two main problems: firstly the fact that our tourism industry is based on just one main product, that is to say 'sun and sand' type holidays, and secondly the fact that the tourists who come here don't spend very much money. It's true that our economy has benefited from tourism, but on the other hand I'm sure you'll agree that we've had too much poor quality construction and too little attention to planning. We must learn from these mistakes, otherwise we will destroy our few remaining natural areas.

As regards the problem of low spending by our visitors, the only solution is to improve the product we offer. Unless we do this, we won't survive in the future. Other countries now offer beach holidays at cheaper prices than ours. So we have to look for new markets, both in terms of the type of customer we attract and the geographical regions they visit.

As far as developing new regions is concerned, we need to support tourism in the interior of the country, particularly 'cultural tourism'. To start with, we urgently need to restore many old churches, castles and other historic buildings, and then we also need to market the attractions of these rural areas more actively.

On the whole I'm reasonably optimistic about the future of our industry, but it's going to become more and more important to pay attention to customer service. In particular we must give more training to employees in the hotel and restaurant sectors.

- B** Complete the table with the underlined phrases from section A. Remember that most phrases have two parts.

Listing more than one point	For one thing, ... and for another, ...
	1 _____
	2 _____
Giving both sides of an argument	In general ..., although ...
	3 _____
	4 _____
Saying what will happen in certain circumstances	If we ..., it'll probably mean that ...
	5 _____
	6 _____
Introducing another point	In relation to ...
	7 _____
	8 _____

- C** Write the script for a short talk on the future of the tourist industry in your city or country. Use phrases from section B. Then work in small groups: read out your scripts and develop a discussion.

