How to make presentation

Making presentation is always an interesting and challenging task. You can present the results of your research, work, ideas and suggestions in order to share them with other participants of congresses, conferences or meetings.

Presentation of specific paper requires observing rules dealing with structure of presentation, manner of presenting, visual aids or audience reactions.

Structurally a talk is divided into several sections, at least into three: the beginning, the body of presentation and closing the presentation.

At the beginning it is usual to greet an audience. You can also thank the chairperson. (Thank you, Mr. Chairman, and good afternoon, ladies and gentlemen). After greeting phrases the presenter introduces the topic of the presentation (no details). A good rule of ´thumb´ is to tell your audience what you´re going to say, say it, then tell the audience what you´ve said. A presentation should have clear and coherent structure and cover the points you wish to make in a logical order. Outline structure of your talk and provide guidelines on questions. Towards the end of a talk it is necessary summarize the main points of your presentation. It is not reasonable to introduce more information in the final section. At the end of presentation thank the audience for their attention and invite questions.

Presentation delivery:
Be enthusiastic when presenting, show your interest in the subject matter to carry your audience along. Keep eye contact with your audience in order to pick up signals of disinterest in which you can cut your presentation short.

Body language:
Stand rather than sit and be aware of any gestures that might irritate your audience.

Voice:
Be clearly audible all the time, vary your intonation, you will sound more interesting and effective.

Visual aids:
Use your visual aids with confidence, provide your audience with time to absorb information from them.

Audience reaction:
Be ready to answer questions in a polite and diplomatic way if necessary.

Rehearsal:
Practise your presentation. This will give you a chance to identify weak points and check the timing because it can be critical if time limit cannot be fulfilled.
Useful phrases  Presentations  Business English

Signalling a start:
- Right, ladies and gentlemen. Shall we begin?
- OK, I'd like to begin by ...
- Right then, everybody ...

Greetings:
- Good morning, ladies and gentlemen.
- I'd like to welcome you all on behalf of NKS.
- I'd like to say how happy I am to be here today.

Introducing yourself:
- My name is Richard Delmas.
- I'm the Marketing Manager here.
- I'd like to introduce myself. My name is ...
- Let me introduce myself. My name is ...

Introducing people:
- I'd like to introduce Mr Peters from Datacom.
- May I introduce ...
- Let me introduce ...

The objective of your presentation:
- My objective this afternoon is to inform you...
- I'm here today to give you...
- My purpose today is to introduce you to...
- My aim this morning is to...

The length of time your presentation will take:
- My presentation will last twenty-five minutes.
- I will talk for fifteen minutes.
Useful phrases

**Structuring:**

- My presentation is split into three key areas.
- Firstly ... Secondly ... Thirdly ...
- To begin with ... After this ... Finally ...

**Saying when your audience may ask questions:**

- There will be time for questions at the end...
- Please feel free to interrupt me as I go along.

**Introducing topics:**

- I want to look at ...
- I'd like to review ...
- I want to discuss ...
- I'm going to analyse ...
- I want to cover ...
- I'd like to talk about ...

**Moving on:**

- Let's now move on to ...
- I'd like to go on to ...
- This brings me to ...
- I now want to ...

**Looking back:**

- Let's look back for a moment ...
- To go back to ...
- As I said before ...

**Adding:**

- In addition ...
- I might add that ...
- Furthermore ...
- Moreover ...

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<tr>
<td>- I'd like you to look at this graph.</td>
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<tr>
<td>- Let's have a look at this model.</td>
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<td>- Let's turn to this map.</td>
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<tr>
<td>- To illustrate my point let's look at some diagrams.</td>
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<td><strong>Explaining diagrams:</strong></td>
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<tr>
<td>- Sales rose slightly.</td>
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<tr>
<td>- Profits increased dramatically.</td>
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<tr>
<td>- Demand decreased steadily.</td>
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<tr>
<td>- At the beginning of this year sales stagnated.</td>
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<tr>
<td>- In the middle of August profits slumped.</td>
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<tr>
<td>- At the end of last year demand peaked.</td>
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<tr>
<td><strong>Dealing with interruptions:</strong></td>
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<td></td>
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<tr>
<td>- Perhaps I could return to that point later on?</td>
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<tr>
<td>- If I might just finish?</td>
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<tr>
<td>- If you'd allow me to continue?</td>
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<tr>
<td><strong>Summarising and concluding</strong></td>
<td></td>
<td></td>
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<tr>
<td>- To sum up then, ...</td>
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<tr>
<td>- To summarise my main points ...</td>
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<tr>
<td>- I'd like to conclude by reminding you that ...</td>
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<tr>
<td>- Let me end by ...</td>
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<tr>
<td>- I'd like to finish ...</td>
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<tr>
<td>- In conclusion, may I remind you ...</td>
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<tr>
<td>- Finally, ...</td>
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<tr>
<td><strong>Asking for questions:</strong></td>
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<tr>
<td>- You no doubt have many questions ...</td>
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<tr>
<td>- If there are any questions ...</td>
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<tr>
<td>- I'm sure you have many questions ...</td>
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</table>

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Useful phrases

Playing for time:
- That's an interesting question.
- I'm glad you asked that question.
- You've raised an important point there.
- That's a difficult question.

Closing question time:
- Perhaps on that note we could end?
- I'm afraid that's all we have time for.

Thanking:
- I'd like to thank you all on behalf of Company X.
- I'd like to thank you all for your participation.