

## USEFUL PHRASES AND STRATEGIES FOR PRESENTATIONS

### INTRODUCTION

#### Welcoming and greeting the audience

- Hello, everyone. I'd like, first of all, to thank the organizers of this meeting for inviting me here today.
- Good morning everyone and welcome to my presentation. First of all, let me thank you all for coming here today.
- Good morning, ladies and gentlemen. It's an honour to have the opportunity to address such a distinguished audience.
- Hallo/Hi everyone. Thanks for coming.

#### Introducing yourself (name, position, responsibilities)

- Let me introduce myself. I'm Jan Novak from Masaryk University in Brno, Czech Republic...
- Let me start by saying just a few words about my own background. I'm a PhD student of Geography at Masaryk University in Brno, Czech Republic.
- For those of you who don't know me already, my name's ... and I'm responsible for...

#### Saying what your topic/title/subject is

- What I'd like to present to you today is...
- As you can see on the screen, our topic today is...
- The subject/focus/topic/title of my presentation/talk/speech is...
- In this talk, I/we would like to concentrate on...
- In my presentation I would like to report on...
- I'm here today to present...

#### Explaining why your topic is relevant for your audience

- Today's topic is of particular interest to those of you who...
- My talk is particularly relevant to those of you who...
- By the end of this talk you will be familiar with...

#### Stating your purpose/objective

- The purpose/objective/aim of this presentation is to...
- Today I'd like to give you an overview of...
- I'd like to update you on/inform you about/put you in the picture about/give you the background to/present the results of my research...
- During the next 20 minutes we'll be...
- This talk is designed to act as a springboard for discussion.
- This morning I'm going to be talking to you about/ telling you about/ showing you how to deal with/ taking a look at the recent development in/ reporting on the results of the study we carried out...
- What I'm going to do/What I intend to do is describe to you/show you/tell you about...

#### Presenting the outline/organization/structure of your presentation

- I've divided my presentation into three main parts.
- In my presentation I'll focus on three major issues.
- We thought it would be useful to divide our talk into three main sections.
- We can break this area down into the following fields:...
- The subject can be looked at under the following headings:...
- We have organized this talk in the following way:...
- This presentation is structured as follows:...
- This talk will cover two current theories on the topic of...

#### Sequencing

- My first point concerns...
- I'll begin/start off by... Then I'll move on to... Then/Next/After that, I'll be looking at...

- First/First of all, I'd like to give you an overview of...
- Secondly/Then/Next, I'll focus on...
- Thirdly/And then, we'll consider...
- Finally/Lastly/Last of all, I'll deal with...
- So, I'll begin by filling you in on the background to/ bringing you up-to-date on/ giving you an overview of the history of/ making a few observations about/ outlining...
- And then, I'll go on to highlight what I see as the main points of/ put the situation into some kind of perspective/discuss in more depth the implications of/ take you through/make detailed recommendations regarding...
- One thing I'll be dealing with is the issue of...
- I'll end with...
- And finally, I'd like to address the problem of/to raise briefly the issue of...

### Timing

- This should only last 20 minutes.
- My presentation will take about 20 minutes
- It will take about 20 minutes to cover these issues.

### Handouts

- Does everybody have a handout/brochure/copy of the report? Please take one and pass them on.
- I'll be handing out copies of the slides at the end of my talk.
- I can email the PowerPoint presentation to anybody who wants it.
- Don't worry about taking notes. I've put all the important statistics on a handout for you.

### Questions

- If you have any questions, feel free to interrupt me at any time.
- Please interrupt me, if there is something which needs clarifying. Otherwise, there'll be time for discussion at the end.
- If you have any questions you'd like to ask, I'll be happy to answer them.
- If you don't mind, we'll leave questions till the end.
- There will be time for questions after my presentation.

## EFFECTIVE OPENINGS

*To make an effective presentation, it is important to get your audience interested in the first three minutes of your presentation. **You need to hook your audience** and cause them to pay attention to you. There are three ways to make an effective opening:*

1. Give your listeners **a problem** to think about.
2. Give them some **amazing facts**.
3. Give them **a story** or some **personal experience**.

### A problem

**Suppose** your company lost 30% of its customer base over a three-month period because a competitor introduced a new product with some new exciting features. **How would you respond** to this situation?

**How many of you have ever** had trouble remembering words? Just about everyone, **right?** Well, imagine a small machine that can read your mind. When you think of a Chinese word or phrase, the machine will wirelessly transfer the correct English word or phrase to your mind. **Do you think that's possible?**

### Amazing facts

**According to a new study**, the virus causing the bird flu sweeping Asia actually started in China over one

year ago. An ineffective vaccine was given to chickens. Thinking the chickens were healthy, chicken farmers exported their chickens throughout Asia for a year without knowing that many of them carried the bird flu virus.

**Statistics show that** 1 in every 4 Americans have appeared on television and 85% of couples who lose a child (through an accident or a health problem) get divorced.

### A story

**You may have heard about** the 16-year-old girl from Russia who has the ability to "see" broken bones or other medical problems inside people's bodies without the help of any instrument.

**Have you ever been in a situation where** you wanted to change some personal habit or some physical characteristic? **I remember when** I was 40 years old and still weighed 50 kg and wanted to gain weight. A psychic (fortune-teller) told me to talk to the cells in my body before every meal and ask them to hold on to my food longer after I ate. I did it for six months and **it turned out that** at the end of six months I had gained 6 kg - the first weight I had gained since high school. (*This is a true story.*)

### Problem technique

- Suppose . . . . How would you . . . ?
- Have you ever wondered why it is that . . . ? You have? Well, if I could show you . . . would you be interested?
- How many of you have ever . . . ? Do you think that's possible?

### Amazing facts technique

- Did you know that . . . ?
- According to a new study . . . .
- Statistics show that . . . .
- I read somewhere the other day that . . . .

### Story/anecdote technique

- You may have heard about . . . .
- Have you ever been in a situation where . . . ? I remember when . . . . It turned out that . . . .

## THE MIDDLE/MAIN PART OF THE PRESENTATION (SIGNPOSTING)

### Saying what is coming

- In this part of my presentation, I'd like to talk about...
- So, let me first give you a brief overview...

### Indicating the end of a section

- This brings me to the end of my first point.
- So much for point two.
- So, that's the background on...
- That's all I wanted to say about...

### Summarizing a point

- Before I move on, I'd like to recap the main points.
- Let me briefly summarize the main issues.
- I'd like to summarize what I've said so far...

### Moving to the next point

- This leads directly to my next point.
- This brings us to the next question.
- Let's now move on to/turn to...

- Let's now take a look at...
- Okay, let me now turn to the issue of...

### Going back

- As I said/mentioned earlier, ...
- Let me come back to what I said before...
- Let's go back to what we were discussing earlier.
- As I've already explained,...
- As I pointed out in the first section,...
- Can I now go back to the question I posed at the beginning?

### Adding ideas

- In addition to this, I'd like to say that...
- Moreover/Furthermore, there are other interesting facts we should take a look at.

### Elaborating a point

- I'd like to look at this in a bit more detail.
- Can I develop this point a bit further?
- Let me elaborate on this point.
- Let's look at this problem in a bit more detail...

### Explaining terminology

- ...occupational hazards, that is to say dangers which apply to certain job.
- ...occupational hazards, in other words dangers which apply to certain jobs.
- What I mean by occupational hazards is dangers which apply to certain jobs
- ...occupational hazards. To put that another way, dangers which apply to certain job.

### Rhetorical questions

- What conclusion can we draw from this?
- So, what does this mean?
- So, where do we go from here?

### Indicators – they prepare the audience for introducing a new point or just provide pauses before continuing

- Okay/Right/Right then/Good/Now/Now then/Well now/Well then...

### Interacting with the audience

- Is everyone still with me?
- Are you all following me so far?

## DESCRIBING VISUALS

### Introducing a visual

- Let's now look at the next slide which shows...
- Now, let's look at/let's have a look at/take a look at/I'd like you to look at...
- To illustrate this, let's have a closer look at...
- The chart on the following slide shows...
- The problem is illustrated in the next bar chart...
- As you can see here, ...

### Explaining a visual

- First, let me quickly explain the graph.
- As the graph/table shows/indicates....
- I'd like us to focus our attention on the significance of this figure here.
- From Table 1 we can see/conclude/show/estimate/calculate/infer that...
- The chart compares...
- You can see here the development over the past five years.

### Highlighting information

- I'd like to stress/highlight/emphasize the following points.
- I'd also like to draw your attention to the upper half of the chart.
- If you look at it more closely, you'll notice there are several surprising developments.
- I'd like to point out one or two interesting details.
- I'd like you to think about the significance of this figure here.
- I'd like to focus your attention on the underlying trend here.
- Whichever the reasons for this/Whichever way you look at it/However you try to explain it, the underlying trend is obvious.
- The interesting/significant/important thing about.... is....

### Describing trends

- Sales increased/shot up/grew/rose by...
- Sales declined/reduced/decreased/dropped/fell by...
- Sales increased/decreased slightly/slowly/gradually/steadily/markedly/dramatically/steeply/sharply/rapidly/suddenly...
- There was a sudden increase/decrease in ...
- In 2010, we saw a moderate fall.
- This was followed by a gradual decline.
- The increase reached a peak/levelled off...

### Saying numbers

500	five hundred
1,500	one thousand five hundred
350,421	three hundred and fifty thousand, four hundred and twenty-one
211,050,780	two hundred and eleven million, fifty thousand, seven hundred and eighty
10.6	ten point six
8.735	eight point seven three five
0.009	zero point oh oh nine
-5°C	five degrees below zero Celsius
½	one-half; a half
2/3	two-thirds
7/8	seven-eighths
km/h	kilometres per hour

## CONCLUSION

### Indicating the end of your presentation

- I'm now approaching/nearing the end of my presentation.
- Well, this brings me to the end of my presentation/talk.
- That covers just about everything I wanted to say about...
- As a final point, I'd like to...
- Finally, I'd like to highlight one key issue.
- That completes my presentation.

### Summarizing points

- Let me just run over/through the key points again.
- To conclude/In conclusion, I'd like to...
- In short/In a word/In a nutshell/In brief/To sum up/To summarize, it is generally/widely accepted/argued/held/believed that...
- First we looked at... and we saw that... . Then we considered... and we argued... .
- I'll briefly summarize the main issues.
- Therefore/Thus/On this basis/Given this, it can be concluded/deduced/inferred that...
- From the table/figures/data/results/information, it can be seen/concluded/shown/estimated/calculated that...

### **Making recommendations**

- We'd suggest...
- We therefore strongly recommend that...
- In my opinion, we should...
- Based on the figures we have, I'm quite certain that...

### **Close**

- Thank you for your attention.
- Before I stop/finish, let me just say...
- Thank you for listening.
- I hope you will have gained an insight into...
- Unless anyone has anything else to add, I think that's it. Thanks for coming.

### **Inviting questions**

- Are there any questions?
- If you have any questions, I'd be pleased to answer them.
- We just have time for a few questions.
- And now I'll be happy to answer any questions you may have.

## **EFFECTIVE CONCLUSIONS**

### **Using questions**

- After all, isn't that why we're here?
- Let me just finish with a question: If we don't do it, won't somebody else?
- So, do we really want to miss this opportunity to get ahead of our competitors?

### **Quoting a well-known person**

- To quote a well-known scientist, ...
- As... once said, ...
- To put it in the words of..., ...
- I'd just like to finish with something former US president Bill Clinton once said: 'You can put wings on a pig, but you don't make it an eagle'.

### **Referring back to the beginning**

- Remember what I said at the beginning of my talk today? Well, ...
- Let me just go back to the story I told you earlier. Remember, ...
- Let me go back to the story I told at the start of my talk. Remember, the sales meeting in Vienna with the disappointed Japanese businessmen? So, this just shows you that knowing your entire product range is the key to success.

### **Calling the audience to action**

- So that's the plan. Now let's go and put it into practice!
- So now it's your turn.
- Now let's make a real effort to achieve this goal!

## **DEALING WITH QUESTIONS**

### **Clarifying questions**

- I'm afraid I didn't quite catch that.
- I'm sorry; could you repeat your question, please?
- I'm sorry, but I missed that. Could you say that again, please?
- I'm sorry, but I don't quite follow/understand/see what you mean. Could you just explain that some more, please?
- So, if I understood you correctly, you would like to know whether...
- If I could just rephrase your question. You'd like to know...
- Let me just check that I have understood your question. You're asking...

### Checking whether the questioner is satisfied

- Does that answer your question?
- Is that clear/OK/clearer now?
- Can we go on?
- Is that the kind of information you were looking for?

### Responses to good questions

- Good point.
- I'm glad you asked that/brought that up.
- That's a very good question.
- That's actually a question I frequently get asked.
- That's interesting.

### Admitting you don't know

- Sorry, I don't know that off the top of my head.
- I'm afraid I'm not in a position to answer that question at the moment.
- I'm afraid I don't know the answer to your question, but I'll try to find out for you.
- Interesting question. What do you think?
- Sorry, that's not my field. But I'm sure Peter Bolt from Sales Department could answer your question.
- I'm afraid I don't have that information with me.

### Responses to irrelevant questions

- Well, I think that goes beyond the scope of my expertise/presentation.
- To be honest, I think that raises a different issue.
- That's not really my field.
- I'm afraid I don't see the connection.

### Negative responses to questions

- Not quite.
- Not necessarily.
- Not as a rule.
- Hopefully not.
- I don't think/believe so.

### Hedging - not saying yes or no.

- It depends.
- On the whole, yes.
- Not if we can help it.
- To some extent.

### Postponing questions

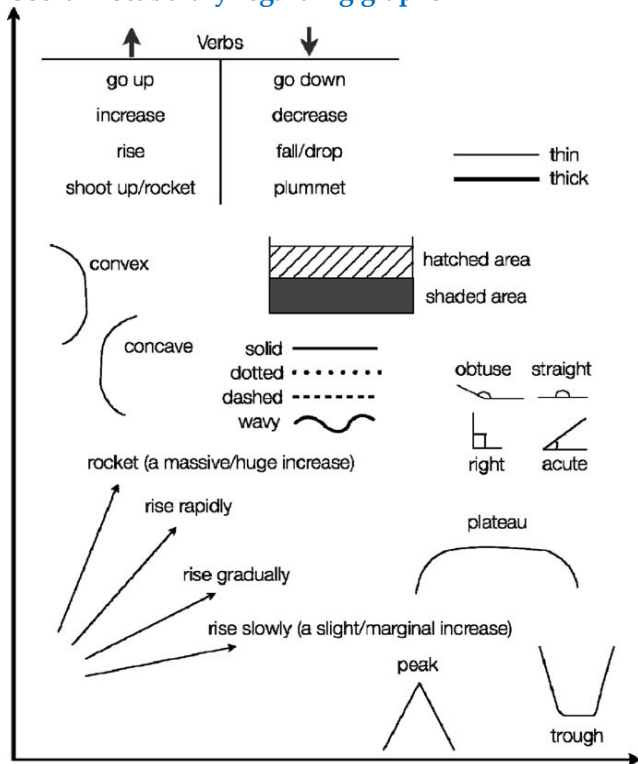
- If you don't mind, I'll deal with/come back to this point later in my presentation.
- Can we get back to this point a bit later?
- Would you mind waiting until the question and answer session at the end?
- Perhaps we could go over this after the presentation.
- I'd prefer to answer your question in the course of my presentation.

### Closing discussion time

- I think we have time for one more question...
- If there are no other questions, I'll finish there. Thank you very much.
- So if there are no further questions, I guess...

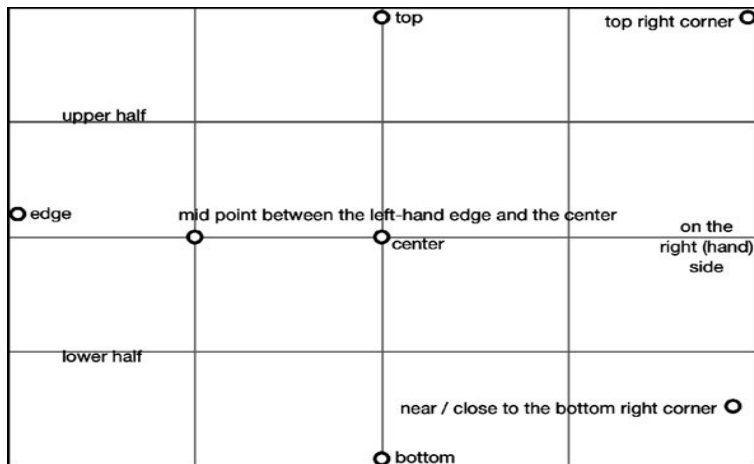
**MISCELLANEOUS**

**Useful vocabulary regarding graphs**



**Explaining positions**

- on the left is... on the left side here... in the middle... here, at the top... down in this section... over here is a...
- the upper/lower section



Adapted from:

Grussendorf, M. (2007) *English for Presentations*. Oxford: Oxford University Press.

Wallwork, A. (2010) *English for Presentations at International Conferences*. New York, Dordrecht, Heidelberg and London: Springer.

<http://sam-ritchie.com/engpresentation.htm>