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Học tiếng Anh thương mại theo đĩa DVD tương tác

Interactive Language Course

Business English

Presentations



NHÀ XUẤT BẢN TỔNG HỢP
THÀNH PHỐ HỒ CHÍ MINH

NTV

Công ty TNHH
Nhân Trí Việt

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Hướng dẫn:

Trước khi xem phim, bạn phải đảm bảo có thiết bị phát hình và thu hình thích hợp, đồng thời chọn thiết lập 16:9 cho màn hình.

Bạn có thể chọn mở hoặc tắt phụ đề phim bằng tiếng Anh. Trước khi thực hiện thao tác này, hãy đọc kỹ hướng dẫn sử dụng được ghi trên đầu DVD.

Chào mừng bạn đã tham gia *Interactive Language Course Business English: Presentations!*

Bạn đã chọn lựa đúng khi sở hữu DVD này. Với *Interactive Language Course: Business English*, bạn có thể nâng cao kiến thức về tiếng Anh thương mại và tự tin hơn trong các giao dịch thương mại.

Mỗi đĩa DVD trong series *Interactive Language Course: Business English* có độ dài 70 phút và gồm ba phần:

1. Các đoạn phim của 5 chương bài học
2. Lời hướng dẫn và giải thích cho từng chương
3. Các bài tập thực hành có tương tác với người học

Kết thúc mỗi chương là lời giải thích của người hướng dẫn (được trình bày theo hệ thống và phù hợp với các bài tập). Bạn hãy thực hành ngay các bài tập ở từng chương. Những bài tập này sẽ giúp bạn kiểm tra được khả năng hiểu các lời thoại, ngữ pháp và tình huống trên phim. Mặt khác, hãy luôn xem các đoạn phim ngắn ở mỗi chương. Việc thường xuyên nghe và xem phim sẽ giúp bạn ghi nhớ tốt từng cấu trúc và lời thoại. Các bài tập “nghe và lặp lại” (listen and repeat), “đóng vai” (role-play) cũng rất có ích cho bạn. Qua đó, bạn sẽ có dịp thử nghiệm nghe hiểu và phát âm tiếng Anh một cách sinh động trong những tình huống giao tiếp thương mại điển hình. Hãy thực hành các bài tập nhiều lần cho đến khi bạn thấy hài lòng với kỹ năng của mình.

Phần phụ đề: Hãy mở các phụ đề tiếng Anh khi xem lần đầu. Sau đó, khi đã cảm thấy yên tâm hơn, bạn có thể xem phim mà không cần phụ đề.

Sách hướng dẫn: Sách hướng dẫn chuẩn bị cho bạn các bài tập liên quan đến từng chương. Bạn có thể chọn một người học, chọn tình huống và xây dựng bối cảnh. Trong phần phụ lục, bạn sẽ thấy đáp án, cấu trúc ngữ pháp, toàn bộ lời thoại của phim, các cách diễn đạt trong cuộc họp và từ vựng có dịch sang tiếng Việt.

Bạn sẽ luôn duy trì được vốn tiếng Anh thương mại nếu thường xuyên sử dụng nó. Hãy xem đĩa DVD này thật kỹ trong vài tháng. Bạn cũng có thể tìm mua một đĩa DVD tiếp theo trong loạt đĩa về chủ đề này để củng cố kiến thức của mình.

Chúc bạn giao tiếp tốt và gặt hái nhiều thành công!

1 Let's get started



In this chapter you will:

- read a dialogue between Anthony and Lucille
- read a text about stage fright
- write an email from Lucille
- practise vocabulary from this chapter of the DVD
- practise useful expressions from this chapter of the DVD

Dialogue

Anthony makes arrangements with Lucille

Complete the dialogue.

- A to do the coaching session
- B gives people more of a chance to practise the techniques
- C That's a Friday
- D I've made my travel arrangements
- E the speaker, the material, the audience and the situation
- F we've got a marketing person, a sales person and a technical person
- G will be three trainees

Anthony: I'm so glad that you've agreed , Lucille. I think it's really going to help us.

Lucille: Good. I'm glad. Can you just confirm that this is for the 12th of April in Rome?

Anthony: Yes, that's right. . And we're interested in the full-day programme, not the half-day.

Lucille: Good. That makes it more worthwhile for me. I think you'll find that a full-day and get helpful feedback.

Anthony: Excellent. What will you be covering, exactly?

Lucille: Well, we'll be looking at presentations from four angles: . But can I just ask you how many people will be attending?

Anthony: Ah yes, I forgot to tell you! There . They're all part of the team for launching the new Connect product. Each one will be making a presentation from a different perspective. So, .

Lucille: Interesting. Okay then. I'll be in touch after .

Reading

It's your turn to go. You walk up onto the presentation stage, put your notes on the lectern, perhaps take a last sip of water and then lift your head to face the audience. You're looking out onto a room of maybe hundreds of people, all looking at you expectantly.

- 5 They're waiting on your words of wisdom. How do you feel? Some people will get a real buzz of excitement out of such a moment, but for many of us this is a moment of dread or even panic. Why?

One key reason is simply lack of confidence. When asked to speak, many of us become obsessed with self-defeating thoughts such as
10 'I'll make a fool of myself' or 'They'll see that I'm terrified' or 'My mouth will dry up and I won't know what to do'. The more we convince ourselves that these things will happen, the more likely it is that they will. Essentially, with our emotions, we create a barrier to effective performance.

- 15 The second reason why many speakers panic is because they lack experience. Public speaking is a skill. Like any skill, the more you do it, the better you get. How does a young pianist feel just before stepping out in front of her first real audience? Terrified! The virtuoso, however, has played so many concerts that she feels as comfortable
20 on stage as she does in her own living room. The difference can be summed up in one word: experience.

The third reason why people find giving a talk or speech such an awful experience is because they do not have the necessary techniques.

- As mentioned above, public speaking is a skill. Every skill can be
25 broken down into a set of techniques. Experts know how and when to use these techniques. The novice speaker needs to acquire this knowledge in order to be in command of him or herself, the material and the audience.

So we know the main causes of speakers' stage fright, but what can
30 be done? The good news is that effective speakers are not born, they are made. Given appropriate training, anyone can learn to overcome their nerves and develop the skills to become a truly great speaker.

Question 1: What is the most appropriate title for this text?

- (A) How to make a good speech
- (B) Ten reasons why speeches go wrong
- (C) Causes of anxiety when giving a speech
- (D) Useful techniques for public speakers

Question 2: Which statement best sums up paragraph I?

- (A) Many people enjoy public speaking.
- (B) The audience expects a good performance.
- (C) Making a speech can be a frightening experience.
- (D) Speeches are often very boring.

Question 3: Which statement best sums up paragraph II?

- (A) Nervous speakers look foolish.
- (B) Nervous speakers never know what to say.
- (C) You can't speak clearly if you're nervous.
- (D) Our emotions stop us from making a good presentation.

Question 4: Which statement best sums up paragraph III?

- (A) The more often you speak in public, the better you become at it.
- (B) Inexperienced speakers need to learn from more experienced colleagues.
- (C) Learning to speak publicly is like learning the piano.
- (D) Professional musicians tend to be good public speakers.

Question 5: Which statement best sums up paragraph IV?

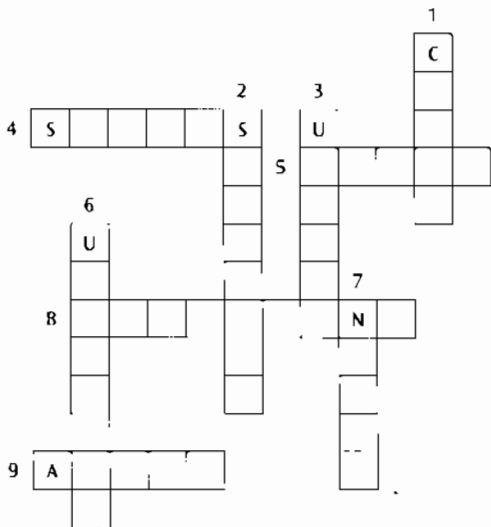
- (A) Good speakers have a natural talent for speaking.
- (B) To become a good speaker takes years of practice.
- (C) To become a good speaker, you need to learn certain useful methods.
- (D) Good speakers know how to make the audience respond to them.

Question 6: Which statement best sums up paragraph V?

- (A) Some people will never feel comfortable speaking in front of a crowd.
- (B) Anyone can learn to be a good speaker.
- (C) You'll never become a good speaker unless you get training.
- (D) Even great speakers get nervous sometimes.

Vocabulary

Complete the crossword with words from this chapter of the DVD.



Across

- 4 I really need to work on my presentation . . .
 5 His sales . . . is very persuasive.
 8 You've become a much more . . . public speaker.
 9 This part of my talk will deal with the marketing . . . of our new product.

Down

- 1 We're bringing in a . . . to help us improve our presentation skills.
 2 She's excellent at public . . .
 3 This talk is intended to . . . you on recent changes in our organization.
 6 I'm preparing a speech for the . . . Bournemouth conference.
 7 For many people making presentations is a . . .-racking experience.

Structures

Choose the correct word to complete each expression.

- 1 I'm not really following _____ (you/your) here.
Can you explain that again?
- 2 We have a lot of potential _____ (buyers/buys)
in South Africa.
- 3 In this part of the talk we'll lighten _____
(down/up) a little.
- 4 They have decided to bring _____ (on/in)
an outside consultant.
- 5 I'm afraid we all have to _____ (do/go) through
this training.
- 6 I could really _____ (do/use) a coffee before the
meeting starts.
- 7 This upcoming conference is quite a _____
(large/big) deal, so let's make the most of it.
- 8 Jake is the best _____ (at/in) his field.
- 9 We will benefit _____ (greatly/great) from this
investment.
- 10 Kelly has done her _____ (fair/big) share of
training work.



Evaluation

Use words from the word bank to complete the sentences.

angle – coaching – confidence – covering – following – fright –
lighten – pitch – racking – speaker – techniques – update

- 1 With _____ from a good trainer you can really improve your presentation skills.
- 2 We learnt some very useful _____ during the training session.
- 3 During the course of today's workshop we'll be _____ a number of important issues.
- 4 Now let's take a look at the publicity _____.
What kind of publicity is appropriate in this case?
- 5 The last time James gave a speech, he got terrible stage _____.
- 6 I'm not sure I'm _____ you. What do you mean?
- 7 At this point in my talk, I'd like to _____ up a little.
- 8 Jan has become an excellent public _____.
- 9 Before I begin, I'd like first to _____ you on some recent developments.
- 10 I always find speaking in front of an audience really nerve-_____.
- 11 I wasn't persuaded by her sales _____. Were you?
- 12 With more practice at public speaking, you gain more _____.

2 Today's topic is ...



In this chapter you will:

- read a dialogue between Lily and Michael
- read a text about preparing a talk
- write notes from Lucille's training session
- practise vocabulary connected with presentations and talks
- practise useful expressions from this chapter of the DVD



Reading

Preparation: The key to successful public speaking

In the course of my research for this book, I spoke to many of the very best public speakers. They came from all sectors of industry, the arts and public service. They all had their own unique advice to give, but if I could sum up their wisdom in a single word it would be: prepare. Without a doubt, preparation is the key to successful public speaking. But what exactly do we mean by prepare?

First, prepare your material. In other words, prepare what you're going to say. Be warned, however, that this does not mean that you should learn a speech by heart. No, your audience will fall asleep if you simply recite word-for-word without thinking. A better approach is to organize your talk into logical sections. Remember a few key phrases for each of these sections, but don't try to commit the whole thing to memory.

Sometimes your preparations may involve getting ready a supporting slide show or handouts. But remember that these are simply 'side salads' – nice, but not essential. Your main dish is what you have to say, not what you have to show.

Second, prepare your space. Before you are due to deliver your talk go and explore the hall. Try to understand your performance from the audience's point of view. Will they be able to hear you clearly? Will your slide show be easily visible? Prepare and test any equipment you will be using. Do the microphones work? Is the projector clearly focussed on the screen? Sort out any problems well before you are due to speak. Last-minute panics caused by technical failures can ruin even the most well-planned speech.

Finally, prepare yourself psychologically by rehearsing as much as you can. Before the day arrives, make sure you rehearse the talk at least twice, preferably with a friend or colleague. Don't, however, spend time practising on the actual day you are due to speak. Instead, concentrate on relaxing.

Don't drink coffee and tea just before your talk. They can increase your nervousness. Half a minute before you go up, take deep, slow breaths, relax and enjoy the moment. Now you're ready to go!

What advice from the list below is mentioned in the text?

- 1 Good preparation is the most important thing for any public speaker.
- 2 Try to memorize as much of your speech as you can.
- 3 Prepare a set of cards with notes to help you remember what you want to say.
- 4 You should inspect the venue some time before you are due to speak.
- 5 Check that equipment is free of problems.
- 6 Make sure you know how to use the equipment.
- 7 Visual aids and supporting materials should look professional.
- 8 Make sure that the audience can clearly see your slides.
- 9 Practise your talk more than once before the day of the presentation.
- 10 Practise one last time on the morning you are due to speak.
- 11 Get a good night's sleep before the day of your speech.
- 12 Avoid certain drinks on the day of your talk.
- 13 Don't eat a heavy meal or drink alcohol before your talk.
- 14 Use deep breathing to relax just before the presentation.



Vocabulary

All these words are connected with the theme of giving presentations. Can you match the words to their definitions?

- A podium
- B conference centre
- C speakers
- D agenda
- E slide show
- F handouts
- G auditorium
- H overhead projector
- I laser pointer
- J delegates

- 1 ___ A small platform or box where someone stands to give a speech.
- 2 ___ A list of points to be covered during a presentation.
- 3 ___ A device for showing data on a large screen in front of an audience.
- 4 ___ A series of visuals, including pictures, graphs or text, displayed during a presentation.
- 5 ___ A very large hall for making presentations to hundreds of people.
- 6 ___ A building or set of buildings with many lecture halls and auditoriums for business events.
- 7 ___ A device which throws a beam of light on to a screen so that the presenter can point things out to the audience.
- 8 ___ Papers with relevant information to give to members of the audience during the presentation.
- 9 ___ People attending a conference.
- 10 ___ People giving speeches at a conference.

Structures

Use the words provided to complete each sentence with an expression you heard in the DVD.

floor the yours all is

1 Celia, I'm handing the stage over to you. _____

lot got a of to cover ground

2 We've _____ over the next
few hours.

to like started get

3 As it's already ten o'clock, I'd _____
_____.

for the taking from time

4 First of all, let me thank you all _____
_____ your work to attend today's session.

to people put ease at

5 At the beginning of your presentation, a little joke or anecdote is
a good way _____.

with are far you me so

6 _____, or would you like
me to go over that again?

and stop now every again

7 During my presentation I will _____
_____ to give you the opportunity to ask questions.

summarize I'd to main like points the

8 At this point _____
I've discussed so far.

accomplish to objectives your

9 By the end of today I hope you will have learned new ways
_____.

to my it's pleasure to you introduce

10 Ladies and gentlemen, _____
_____ Dr Fiona Walker.

Evaluation

Use words from the word bank to complete the sentences.

accomplish agenda · delegates – floor – ground – heart – language –
offence – podium – put – recited – sections

- 1 We need to cover a lot of _____ .. in this morning's session
- 2 It's not a good idea to learn a speech by _____
- 3 Please don't take _____, but I think your presentation style needs improving.
- 4 Very few _____ stayed for the last presentation of the day.
- 5 Most people at today's conference simply _____ a memorized speech. It was very boring.
- 6 It's a good idea to divide your talk into logical _____.
- 7 Well, Mandy! It's your turn to take the _____.
- 8 As you can see from my _____, there are five main topics I'd like to talk about today.
- 9 Body _____, such as the way you move your hands and your facial expressions, communicates as much as your words do.
- 10 I hope that the coaching will help you to _____ your objectives.
- 11 And now, Pablo, the _____ is all yours
- 12 A good joke helps to _____ everyone at ease.

3 My next slide is ...



In this chapter you will:

- read a dialogue between Anthony and Lucille
- read part of a programme from a conference
- write more notes from Lucille's training workshop
- practise words and phrases from this chapter of the DVD
- practise useful expressions for organizing what you say in a presentation

Dialogue

Lucille talks to Anthony during the lunch break

Complete the dialogue.

- A Oh, he's very confident. A little too confident, perhaps.
B but he needs to think more about his body language.
C and I think we're really making progress.
D Well, let's hope your session helps him develop those strengths.
E Giving talks, you mean?
F I was a bit worried about him.

Anthony: So, how is it going?

Lucille: Oh, very well. Everyone's had a chance to speak before lunch, ①

Anthony: Good. How did Ken do with his presentation? ②

Lucille: Hmm. Actually he's doing better than I expected. He's obviously not very used to this sort of thing.

Anthony: ③

Lucille: That's right. He was very nervous this morning, but he does have a number of strengths as a speaker.

Anthony: ④ What about Michael?

Lucille: ⑤

Anthony: That sounds like Michael. All talk! But he's an excellent sales person.

Lucille: I've no doubt he is. He speaks well, ⑥

Reading

Read this extract from a programme for a conference and complete the notes on the plan for the conference centre.

10.30 *Marketing and the internet*

Professor Richard Hough will be talking about the role of the internet in modern marketing and how small-scale companies can make the best use of the medium. Professor Hough will be speaking in the Johnston Room, which is located directly opposite the Diamond Suite.

11.30 *The Perfect Porcupine: Latest developments in marketing theory*

This is a repeat of a popular talk given last month in Berlin by Imogen Wheeler. Her discussion deals with how academic theories of motivation can be applied practically in the real day-to-day world of marketing professionals. Ms Wheeler's talk takes place in the Diamond Suite, directly opposite the Johnston Room.

12.30 *Lunch*

A full buffet lunch will be provided in the coffee bar, opposite the Teleconference Centre. There will be snacks suitable for all, including our vegetarian delegates. Please note that the toilets are located in the far corner of the coffee bar.

1.30 *Attention Grabbers: Ways to really turn heads*

Dr Jinay Jain gives a very practical workshop focusing on marketing techniques that every marketing department should know about. His session will take place in the large Neilson Hall, adjacent to the coffee bar.

2.00 *Keynote speech from Dr Prasanna Handagama, current president of the International Marketing Professionals Association (IMPA)*

Amongst other issues, Dr Handagama will be speaking about the Association's recent activities in South East Asia and Australia. For the first time, our keynote speech will take place via live satellite link, with Dr Handagama in Colombo and delegates here in the Teleconference Centre, opposite the coffee bar.

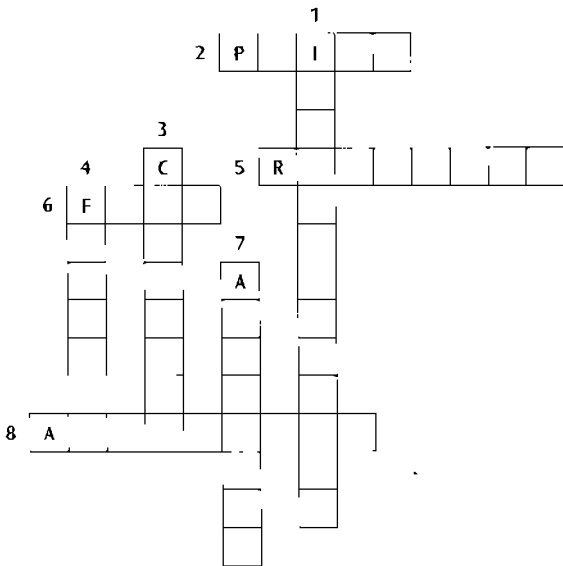
My Schedule – IMPA conference

Time	Event	Location	
① _____	<i>Role of the internet in marketing</i>	<i>Johnston Room</i>	<i>Speaker: Richard Hough</i>
11.30	<i>Practical application of marketing theory</i>	② _____ _____	<i>Speaker: ③ _____ _____</i>
12.30	<i>Lunch</i>	⑤ _____ _____	<i>includes ④ _____ _____</i> <i>snacks</i>
⑦ _____	<i>Keynote speech about the activities of the IMPA in South East Asia and Australia.</i>	⑥ _____ _____	<i>Speaker: Dr Prasanna Handagama</i>
1.30	<i>Workshop about effective ⑧ _____ _____</i>	<i>Neilson Hall</i>	<i>Speaker: Dr Jinay Jain</i>



Vocabulary

Complete the crossword with words and phrases from this chapter of the DVD.



Across

- 2 From a sales ... of view, this has been a great success.
- 5 I don't think what you're saying is really ... to our discussion.
- 6 Her talk had a good, logical ... to it.
- 8 And that brings me to the end of my talk. Thank you for your ...

Down

- 1 It's important that you learn how to deal with ... during your talk. You need to be able to answer questions at any time.
- 3 Do you think I managed to ... the audience? Do you think they believed me?
- 4 Now I'd like to ... your attention on the graph up on the screen.
- 7 Prepare to speak for less time than you are ... on the programme.

Structures

These expressions are all useful for organizing what you want to say during a talk. Some are useful for mentioning ideas that support what you have already said. Others are useful for introducing opposing ideas.

supporting ideas	opposing ideas
in addition In addition, we have improved ...	in contrast In contrast, our sales have increased.
what is more What is more, the company expanded ...	on the other hand On the other hand, we don't have a good marketing strategy.
besides Besides these advantages, the product is now cheaper.	nevertheless Nevertheless, there are now signs of growth in the industry.

Choose the best phrase to join these sentences.

- Sales have decreased during the last quarter. _____, our customer base has widened considerably.
(A) Besides (B) Nevertheless
- _____ these practical advantages, consumers will also enjoy certain health benefits from this approach.
(A) Besides (B) In contrast
- Salaries have risen by 3% in the last two years. The cost of living, _____, has actually fallen during this period.
(A) on the other hand (B) besides
- We have improved the look and feel of the car's interior. _____, the model now includes a number of innovative safety features.
(A) In addition (B) Nevertheless
- Most consumers in the twenty- to thirty-year-old age group were aware of our online store. _____, only a small fraction of the over-thirties group had visited our website.
(A) In contrast (B) Furthermore

Evaluation

Use words from the word bank to complete the sentences.

allotted – body – contrast – develop – flow – focus – interruptions – moreover – nevertheless – progress – tried – via

- 1 During the first quarter of this year our sales rose by nearly 6%. In _____, the second quarter sales figures dropped by nearly 3%.
- 2 Part of the aim of this workshop is for participants to _____ their strength as public speakers.
- 3 These are _____ and tested methods, and are certain to be effective.
- 4 Dr Bergman will be joining the conference from Stockholm _____ a live satellite link to the conference centre.
- 5 The figures in the chart are encouraging. _____, we still have a lot to do before we catch up with our direct competitors.
- 6 Don't get too distracted by _____, such as people walking into the conference room while you're talking.
- 7 Each speaker will be _____ 30 minutes.
- 8 A good speaker knows how to control his or her _____ language and gestures.
- 9 Now I'd like to _____ your attention on the chart on the screen.
- 10 Despite a slow start to the day, we have made very good _____.
- 11 Your talk had a logical _____ to it. It was very easy to follow.
- 12 Sales of our standard products have increased this month. _____, sales of our more specialized equipment have also risen.

4 To sum up



In this chapter you will:

- read a dialogue between Lily and Lucille
- read an article about using slide shows
- write an informal email
- practise more useful expressions for presentations
- practise using prepositions when describing a chart

Dialogue

Lucille gives feedback to Lily

Complete the dialogue.

- A Look straight at people's faces, you mean?
- B Oh I see, so that we include ourselves in the group.
- C I was a bit nervous, to be honest, and I'm sure it showed.
- D rapport with the audience.
- E then shift your gaze to someone else.
- F It was as if you were speaking to yourself, not to us.

Lucille: Well done, Lily.

Lily: Oh, thanks! ①

Lucille: Well, yes it did, but not too much. No, nervousness isn't your problem, Lily. What you need to work on is your ②

Lily: What do you mean, exactly?

Lucille: Well, you didn't really connect with us. ③ One thing you can do to improve your rapport is make regular eye contact with people.

Lily: ④

Lucille: That's right. Look especially into their eyes. Pick someone out from the audience and keep eye contact with them for a while, ⑤

Lily: Okay, but how long is a while?

Lucille: About five or six seconds is enough. Another good way to connect with people is to use pronouns like I, we and us.

Lily: ⑥

Lucille: Exactly.

Using slide shows in presentations

When used with care, a PowerPoint slide can really help your audience understand a point you are trying to make. To a certain extent, slide shows can also bring a presentation to life. But beware! PowerPoint is no longer a novelty. We have all suffered through presentations that rely on a tedious series of animated slides.

There are times when slide shows are just not appropriate. Remember that a slide show takes the audience's attention away from you to the screen. If it is important for you to connect emotionally with your audience, then don't use a slide show.

Likewise, switching on the projector is a signal for the audience to sit back passively and take in facts and data. If this is what you want, then fine. But if you want to engage your audience actively, if you want them to participate somehow, then don't use a slide show. Finally, don't bother with a slide if it doesn't help. Slides should help clarify a point or illustrate it with an example. Don't use slides just for effect.

If you do decide to use a slide show, then you need to observe a few rules on how to do to it right. The first

golden rule is to plan what you have to say first, then create your slides. Never build your speech around the slides. Remember: slides are just aids.

Next, your slide must be clearly seen by the whole audience – even those in the back row. If a slide is worth showing, then it needs to be big and bold. Diagrams should not be too complicated. A maximum of five or six key elements should be enough to communicate an idea. There should be minimal text and that text should be large enough for even the most short-sighted person in the audience to read easily.

Make sure that the slides on the screen are in step with your talk. Keep the screen blank until you are ready to talk about the slide. Explain the slide as soon as you show it. Hide the slide or move on to the next one as soon as you have finished discussing it.

Finally, avoid fancy animations and tricks. You won't impress anyone (they've seen them all before) and they serve only to distract. You don't need to be Walt Disney to make a great presentation.

Read the text about how to use slide shows during presentations. Which pieces of advice are mentioned in the text?

- 1 Don't use a slide show if you are interested in the audience's feelings.
- 2 Don't use a slide show if you don't have time to prepare good-quality slides.
- 3 Don't use a slide show just to impress your audience.
- 4 Don't use a slide show if you want the audience to take part in the event.
- 5 Don't use a slide that doesn't help to explain or illustrate something.
- 6 Use a slide if you simply want to give information.
- 7 Use a slide show if you want to show artwork or photography during the presentation.
- 8 A slide show should be an add-on to a speech, not a central part of it.
- 9 Make slides visible to everyone at the presentation.
- 10 Make visuals simple.
- 11 Only include a maximum of five or six words on each slide.
- 12 Use large font sizes on slides.
- 13 Put up a slide a few minutes before you talk about it so that people have time to understand it.
- 14 Synchronize what's on screen with what you say.
- 15 Only project slides at the moment you are describing them – not before or after.
- 16 Don't include special effects in your slides.

Vocabulary

Here are some useful expressions you can use at different stages of a presentation. Group the expressions according to their use.

A: This evening, I intend to show you ...

D: To sum up, ...

F: Let me just run through what we'll be covering over the next hour

B: Firstly, ...

H: I'd like to begin with ...

C: Next, ...

J: As a rule, ...

E: I'd like to finish today with ...

K: Let's move on now to ...

L: I'd like to change focus at this point.

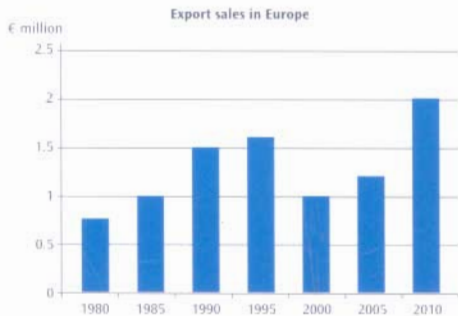
I: And finally, ...

G: I'll return to this issue in just a few minutes.

Beginning _____
Linking _____
Changing topic _____
Summing up _____

Structures

Presenters often need to describe charts to the audience. Look at this chart and choose the best way to complete the sentences which describe it.



- _____ 1980 to 1985 there was a slight increase in the value of exports.
(A) Between (B) From (C) In
- By 1990 export sales had shot up _____ a value of €1.5m.
(A) to (B) by (C) from
- _____ 1990 and 1995 the value of export sales remained stable.
(A) Between (B) From (C) In
- From 1995 to 2000, export sales fell _____ around half a million euros.
(A) to (B) by (C) from
- By 2005 there had been a slight rise _____ export sales to about 1 million euros.
(A) of (B) on (C) in
- By 2010 export sales are expected to have shot up _____ almost 2 million euros.
(A) to (B) by (C) from

Evaluation

Use words from the word bank to complete the sentences.

between – clarify – contact – focus – from – gimmicks – participate – rapport – rule – scheduled – visual – whole

- 1 It's important for speakers to have a good _____ with their audience.
- 2 _____ 2005 and 2007 the cost of raw materials almost doubled.
- 3 Look directly at a member of the audience in order to establish eye _____.
- 4 It's not a good idea to include animations and other _____ in your presentation.
- 5 Some presentations require the audience to _____, perhaps by asking questions or giving feedback to the presenter.
- 6 On the _____, you can see that it's been a good year for the company.
- 7 _____ 2005 to 2007 our market share fell by 10 per cent.
- 8 As a _____, I would not recommend using too many slides in your presentations.
- 9 Excuse me, can you _____ that point?
- 10 _____ aids such as slide shows and posters can be useful if used sparingly.
- 11 Now I'd like you to _____ your attention on the figures on the screen.
- 12 The next talk will be starting a little later than _____.

5 Any questions?



In this chapter you will:

- read a dialogue between Anthony and Ken
- read an advertisement for an event management firm
- write a plan for a presentation
- practise useful verbs for presentations
- practise other useful expressions describing charts

Dialogue

Anthony calls Ken

Complete the dialogue.

- A Just thought I'd call and see how the Connect presentation went.
- B Their presentations were really professional.
- C Let's just hope that the interest you've all generated turns into orders.
- D People seemed very enthusiastic.
- E I was a bit worried about you, to be honest.
- F it was important that we made an impact
- G I found it very easy.

Anthony: Hi, Kenneth, it's Anthony here. ①

Kenneth: Oh, hi Anthony. Thanks for calling. It went just great. ②

Anthony: Good. I'm glad to hear it. There were some big players there at the conference, so ③. And the right kind!

Kenneth: Don't worry, Anthony. Lily and Michael did a great job. ④
Lucille's training was really worth it.

Anthony: Wonderful. How about you, Ken? ⑤

Kenneth: No need, I had a few butterflies, I can't deny it, but as I knew exactly what I was going to say and how, ⑥. It was a different me!

Anthony: Amazing! Well done, Ken. You've done a great job. In fact, all of you have. ⑦

Stage it!

Professional Event Management



- A A successful live event for your company or product can have a massive impact. The trouble is, first-class events take time and skill to arrange. That's where Stage it! can help. We've been in the business of organizing live events for the last twenty-five years, and during that time we've worked with major companies both in the UK and around the world.
- B Stage it! will do all the running around for you. We'll find a suitable venue that matches your company profile and the needs of your event. We can provide everything from publicity, catering, accommodation and travel arrangements, all to the very highest standards. While we organize, you can concentrate on getting your message right.
- C Our public-speaking coaches are available to give your staff excellent tuition and training. Within a few hours we'll have even the shyest employee delivering a fantastic speech. Our training schedule not only includes voice coaching and presentation skills, but many other things besides.
- D We can give your event a unique look and feel. We can create a stage and lighting scheme to add style, excitement and a special atmosphere to every conference.
- E You want the impact of your event to last long after everyone has gone home. Here's how we can help: we can film your event for later screenings at other conferences or even broadcast it over the internet. We can conduct follow-up surveys to gather feedback from delegates. We can even organize a review of your event in the leading trade publications of your industry.

Got an event? Stage it! with us!

Exercise 1

Read the advertisement and match these section headings with the sections marked in the text (A–E).

- 1 ___ Logistics
- 2 ___ After the event
- 3 ___ Experience and professionalism
- 4 ___ Design
- 5 ___ Training

Exercise 2

Decide if these statements are true or false according to the advertisement.

- 1 Stage it! has been organizing events professionally for over two decades.
 (A) True (B) False
- 2 Stage it! provides its services only in Europe.
 (A) True (B) False
- 3 Stage it! can advertise your event.
 (A) True (B) False
- 4 Stage it! doesn't organize the food and drinks for customers' events.
 (A) True (B) False
- 5 Stage it! staff can help presenters improve their speaking skills.
 (A) True (B) False
- 6 Stage it! writes speeches and creates slide shows.
 (A) True (B) False
- 7 Stage it! can broadcast your event on television.
 (A) True (B) False

Vocabulary

Useful verbs for presentations

Choose the best verb to complete each sentence.

- I can _____ this with an example.
(A) concentrate (B) digress (C) illustrate
- Let me _____ for a moment to tell you a short anecdote.
(A) illustrate (B) digress (C) invite
- I'd like to _____ on this last point a little.
(A) elaborate (B) digress (C) outline
- First of all, I'll _____ for you what I intend to talk about today.
(A) concentrate (B) emphasize (C) outline
- I must _____ that these figures are only estimates. The real figures could be much higher.
(A) emphasize (B) illustrate (C) recap
- First, let's _____ on the advantages of this new design for the customer.
(A) concentrate (B) invite (C) illustrate
- Now, I'd like to _____ you to ask me any questions you may have.
(A) digress (B) emphasize (C) invite
- Perhaps I should quickly _____ the main points once again.
(A) invite (B) digress (C) summarize

Structures

When talking about charts and tables of figures, you need to be able to describe increases and decreases. Here are two useful patterns:

1	There is/are	+	noun phrase
	There was		a rise in interest rates.
	There has been		an increase in sales.

2	noun phrase	+	verb	+	adverb
	The interest rate		rose		rapidly.
	Sales		fell		dramatically.

Finish each sentence below so that it means the same as the one given.

- 1 The price of shares rose sharply.
There _____
- 2 There has been a noticeable increase in our running costs from 2001 onwards.
Running costs _____
- 3 The number of overseas contracts has fallen dramatically.
There _____
- 4 There has been a steady rise in imports from outside the EU over the last decade.
Imports from outside the EU _____
- 5 There has been a rapid growth in our SE Asia operations this year.
Our SE Asia operations _____
- 6 Investment decreased significantly during 2005.
There _____

Evaluation

Use words from the word bank to complete the sentences.

digress **dramatic** – **dramatically** **elaborate** – **emphasize** – **events**
fallen – **impact** **publications** – **recap** **rise**

- 1 To finish, let me _____ the main points we've covered today.
- 2 The company's shares have _____ in value over the last few weeks.
- 3 There has been a . . . _____ rise in sales this month.
- 4 Could you _____ on that last point?
- 5 We're sure that the conference will have a huge _____ on the industry.
- 6 There has been a marked _____ in the value of the company's shares recently.
- 7 Live _____ can be time-consuming and expensive to organize.
- 8 I must _____ that our predictions for next year's sales are much higher.
- 9 We need to advertise in all the major trade _____.
- 10 I'd like to _____ for just a moment to tell you more about an interesting event I attended recently.
- 11 Investment has fallen _____ over the last ten years.

CHAPTER 1

Dialogue

1: A; 2: C; 3: B; 4: E; 5: G; 6: F; 7: D

Reading

1: C; 2: C; 3: D; 4: A; 5: C; 6: B

Writing Model

Dear Anthony

It was good to speak to you yesterday. This is just a quick confirmation of my travel arrangements. I'll be flying in to Rome Fiumicino Airport at 4.30 on Thursday on Alitalia, flight number AZ278. I've also managed to book a room in one of the hotels you recommended (the Baglioini). The phone number there is 86204015, but you can also contact me on my mobile (0044 7348987896). I'll be free all evening, so perhaps, if you'd like to, we could meet up for a meal together. Looking forward to meeting you and your team.

Best wishes

Lucille

Vocabulary

1 coach; 2 speaking; 3 update; 4 skills; 5 pitch; 6 upcoming; 7 nerve; 8 confident; 9 angle

Structures

1 you; 2 buyers; 3 up; 4 in; 5 go; 6 use; 7 big; 8 in; 9 greatly; 10 fair

Evaluation

1 coaching; 2 techniques; 3 covering; 4 angle; 5 fright; 6 following; 7 lighten; 8 speaker; 9 update; 10 racking; 11 pitch; 12 confidence

CHAPTER 2

Dialogue

1: C; 2: E; 3: A; 4: D; 5: B

Reading

1; 4; 5; 6; 8; 9; 12; 14

Writing Model

Presentation workshop with Lucille Dupruis

Main aim: Improve our presentation skills. There are four key elements:

Key elements	Tips
1 The situation – the purpose of the talk and the environment we will be presenting in.	Make jokes early on in order to put the audience at ease.

2	The audience – understand our audience by identifying their needs and expectations. Try to exceed those expectations.	Stop every now and again and check that everyone is following you.
3	The speaker – conquer our fear of speaking and develop a unique style.	When you show a slide, don't read it out to the audience.
4	The presentation – planning and delivery.	

Vocabulary

1A; 2D; 3H; 4E; 5G; 6B; 7I; 8F; 9J; 10C

Structures

1 The floor is all yours; 2 got a lot of ground to cover; 3 like to get started;
4 for taking the time from; 5 to put people at ease; 6 Are you with me so far;
7 stop every now and again; 8 I'd like to summarize the main points;
9 to accomplish your objectives; 10 it's my pleasure to introduce you to

Evaluation

1 ground; 2 heart; 3 offence; 4 delegates; 5 recited; 6 sections; 7 podium; 8 agenda;
9 language; 10 accomplish; 11 floor; 12 put

CHAPTER 3

Dialogue

1 C; 2 F; 3 E; 4 D; 5 A; 6 B

Reading

1 10.30; 2 Diamond Suite; 3 Imogen Wheeler; 4 vegetarian; 5 coffee bar;
6 Teleconference Centre; 7 2.00; 8 marketing techniques

Writing Model

Dear Jeff

Could I ask you to help me prepare for a talk I'll be giving next Tuesday morning? I'll be spending a lot of time over the next few days preparing the talk, so I'd appreciate your help with some practicalities.

Please book the Fischer Room for 10.30 to 11.15 on Tuesday morning. I'll also need a laptop, data projector and screen, so could you please organize those? Attached is a document with an overview of what the talk is about. Could you please send a message to all staff letting them know about the talk and attach the document?

Many thanks for your help

Dietrich

Vocabulary

1 interruptions; 2 point; 3 convince; 4 focus; 5 relevant; 6 flow; 7 allotted; 8 attention

Structures

1 B; 2 A; 3 A; 4 A; 5 A

Evaluation

1 contrast; 2 develop; 3 tried; 4 via; 5 Nevertheless; 6 interruptions; 7 allotted; 8 body; 9 focus; 10 progress; 11 flow; 12 Moreover

CHAPTER 4

Dialogue

1 C; 2 D; 3 F; 4 A; 5 E; 6 B

Reading

1; 3; 4; 5; 6; 8; 9; 10; 12; 14; 15; 16

Writing Model

Hi Clare

I'm attending a presentation workshop today, and as I'm having a short coffee break I thought I'd give you quick update on how it's going. The coach is very good. Her name is Lucille Dupruis and she's given us lots of useful tips already. We've all practised our presentations, which was a bit nerve-racking, but I already feel more confident about doing the real thing at the conference. Michael was very confident, as usual, and poor Ken was a bag of nerves! Well, I'd better go now because the others are going back in. Good luck with your trip to Ekaterinburg.

All the best

Lily

Vocabulary

Beginning: A; F; H Linking: B; C; J
Changing topic: G; K; L Summing up: D; E; I

Structures

1 B; 2 A; 3 A; 4 B; 5 C; 6 A

Evaluation

1 rapport; 2 Between; 3 contact; 4 gimmicks; 5 participate; 6 whole; 7 From; 8 rule; 9 clarify; 10 Visual; 11 focus; 12 scheduled

CHAPTER 5

Dialogue

1 A; 2 D; 3 F; 4 B; 5 E; 6 G; 7 C

Reading

Exercise 1

1 B; 2 E; 3 A; 4 D; 5 C

Exercise 2

1 A; 2 B; 3 A; 4 B; 5 A; 6 B; 7 B

Writing Model

Product presentation: DataStream's new Sunbeam data projector

Introduction (5 minutes)

Welcome audience and introduce myself

Briefly outline what I intend to talk about today

Visuals: Slide with company logo and photo of the product

Slide with agenda

The Company (5 minutes)

Overview of the DataStream company (brief history and trading figures)

Current products in our portfolio

Mention some of our big name customers

Visuals: Slide with company logos of some of our customers

Positioning (10 minutes)

What makes the Sunbeam a unique product in the market today?

List the key features that differentiate the Sunbeam from competitor data projectors

Visuals: Slide with animated demonstrations of some of the Sunbeam's key features

Case Studies (5 minutes)

Quickly run through two case studies of companies that have bought the Sunbeam system and how they are using it

Visuals: None

Any Questions? (5 minutes)

Opportunity for audience to ask about the product

Vocabulary

1 C; 2 B; 3 A; 4 C; 5 A; 6 A; 7 C; 8 C

Structures

1 There was a sharp rise in the price of shares.

2 Running costs have risen noticeably from 2001 onwards.

3 There has been a dramatic fall in the number of overseas contracts.

4 Imports from outside the EU have risen steadily over the last decade.

5 Our SE Asia operations have grown rapidly this year.

6 There was a significant decrease in investment during 2005.

Evaluation

1 recap; 2 fallen; 3 dramatic; 4 elaborate; 5 impact; 6 rise; 7 events; 8 emphasize;

9 publications; 10 digress; 11 dramatically

Talking about the past:

Present perfect simple and present perfect continuous

Use We use the present perfect simple to show that an action has been completed and therefore has an effect in the present, or to talk about experiences.

We use the present perfect continuous when we want to emphasize that an action or situation that started in the past is still continuing or to point out how long an action has been going on.

Form *present perfect simple*

I **have ('ve)** already **had** some coffee this morning.

You **have ('ve)** **made** your fair share of presentations.

present perfect continuous

We **have ('ve)** **been practising** our presentation all week.

Talking about the future:

will, going to, present continuous, present simple

There are many ways to talk about the future in English. Here are the most common future forms and their uses.

Use We use **will** to make predictions or when we are fairly certain that something will or won't happen (a) or to express 'on-the-spot' decisions (b).

We use **going to** when we talk about things that we have planned or have decided to do (c) or to express intentions (d).

We can use the present continuous to talk about arrangements and firm plans we have made for the future.

We use the present simple to talk about future events that have been scheduled. This is sometimes called the 'timetable' future.

Form *will*

(a) Everything **will be** strictly professional.

(b) Okay, I **will ('ll)** go first.

going to

(c) You **are going to present** information on how this product actually works.

(d) I **am ('m) going to present** some useful sales techniques.

present continuous

We **are ('re) presenting** at the Berlin conference next month.

present simple

His plane **leaves** at six o'clock this evening.

Giving advice and making requests, offers and suggestions:

Modal verbs

Use The verbs *should*, *ought to*, *had better* can all be used for *giving advice* and have a similar meaning.

The verbs *can*, *could*, *will*, *would* are useful in *question form* to *make requests*. Remember that *could* and *would* are more polite than *can* and *will*.

Can, *could* and *may* are useful in *making requests* or *giving permission*. We usually use *be allowed to* when we are talking about *rules*.

We can use the verbs *will*, *shall*, *can* in questions to make offers to *do something for others*.

The verbs *let's*, *shall*, *can*, *could* are useful for *proposing ideas*. *Let's* and *can* are more certain than *could* and *shall*.

Form *Giving advice*

We **should** start now.

We **shouldn't** start yet.

You **ought to** leave early.

You **ought not to** leave early.

You **had better** leave early.

You **had better not** leave early.

Making requests – question form

I'm sorry, **could** you **repeat** your question please?

Can you please **hold** your question until the end?

Making offers

So, Lucille, **would** you **like** something to drink before you begin?

May I **offer** you something to drink?

Making suggestions

Shall we go?

Let's **get back** in there.

Talking about possibilities:

If sentences

Use Use **if** + present simple + the future with **will** to talk about situations or events that are likely to happen if a certain condition occurs. You can also use modal verbs **do**, **must**, **can**, etc. instead of **will**.

Form **If** you **make** a good presentation, customers **will** be impressed.

If you **want**, I **will** ('ll) join the meeting, too.

If you **don't** hurry, you **will** ('ll) miss the plane.

Note that the *if* clause does not always come first. You can also say:
Customers **will** be impressed if you make a good presentation.

Making suggestions using if sentences

Use We can also use **if** + past simple + **would** or **could** to make polite suggestions and to talk about something that is not true now and probably will not be true in the future.

Form **If** I **were** you, I **wouldn't** miss the meeting tomorrow.

If we **came** in earlier, we **could** get more done.

Again, the *if* clause does not always come first. You can therefore also say:
We **could** get more done if we came in earlier.

Speaking politely:

Polite forms

When speaking to colleagues, customers or strangers, a certain level of politeness is expected. For example, if you wanted to borrow a pen from a client during a meeting, 'Give me a pen' would sound very rude! How can we make the request sound more polite? In English, there are a number of different ways.

Adding please:

Give me a pen, please.

Using can, could and would to make polite questions:

Can you give me a pen?

Could you give me a pen?

Would you give me a pen?

Using question tags with negative statements:

You don't have a pen I could borrow, do you?

Using other polite expressions with any of the above forms:

Would you mind giving me a pen?

Could I possibly borrow a pen from you, please?

You don't happen to have a pen I can borrow, do you?

Reported speech

Use: Instead of quoting someone's words directly, we use the following form for reporting things that people have said:

Direct speech: "Rome is one of my favourite cities."

Reported speech: Lucille said that Rome was one of her favourite cities.

Notice that we use quotation marks "" around direct speech, but not with reported speech.

Form: When we report what someone says, we use reporting verbs such as **He said, He asked, He mentioned, He enquired, He ordered** ... and then report the speaker's words.

Tense changes

The main verb in direct speech is often 'shifted back' a tense in reported speech, as follows:

"I know her, the coach."	<i>Ken said that he knew the coach.</i>
"I've already had some coffee this morning."	<i>Lucille said she'd already had some coffee this morning.</i>
"My presentation went really well."	<i>Ken said that his presentation had gone really well.</i>
"I'll be there soon."	<i>Anthony said he would be there soon.</i>

Phrasal verbs

Many English verbs consist of two or three parts: a base verb and one or two particles. These are called phrasal verbs and they are very common in English.

Examples of two-part verbs: help out, sum up, sit down

Examples of three-part verbs: catch up with, look forward to

Many phrasal verbs are easy to understand because their meaning is simply the combined meaning of the two parts.

For example: sit down, come in, come back

However, many other phrasal verbs have a special idiomatic meaning that is very different.

For example:

hang on = wait
give up = stop doing something

Form and use

Some phrasal verbs do not take an object.

For example:

Can you **come back** later?
Why don't you **sit down**?

Others do take an object. There are two types: separable and inseparable.

Separable: With these verbs, we can place the object of the verb between the verb and the particle.

For example:

Please **bring back** the report tomorrow.
OR
Please **bring** the report **back** tomorrow.

Note: If the object is a pronoun (him, her, it, me, etc), then we must separate the verb.

For example: Please **bring it back** tomorrow. ✓
Please ~~bring back it~~ tomorrow.

Inseparable: With these verbs, the base verb and the particle cannot be separated.

For example: Thieves **broke into** the office last night. ✓
~~Thieves broke the office into~~ last night.

All three-part verbs are inseparable.

For example: Can you **get hold of** John? ✓
~~Can you get John hold of?~~

Note: If you're unsure whether a phrasal verb is separable or not, it's always safer to keep the base verb and particle together.

Here is a list of the phrasal verbs which you heard in the DVD. Note that many of these phrasal verbs have a number of different meanings; the meaning shown here is the one used in the DVD. For the phrasal verbs that take an object, the object is shown in *italics* in the sample sentence from the DVD.

Verb	Meaning	Separable	Example from DVD
chase after	to chase	no	Have you ever felt like just one of the pack chasing after <i>leads</i> that don't seem to ...
cheer up	to become happier	yes	Cheer up, Ken. It isn't that bad.
come back	to return	no	I'd be very grateful if you'd come back for another day or two.
come in	to make a short visit somewhere, usually work related	no	I am hiring a presentation coach to come in and work with all of you.
come on	to encourage someone to continue speaking	no	Come on, then. How do you know her?

go ahead	to give permission to someone to speak or do something	no	Yes, please go ahead Ms ...
go back	to return	no	I'd now like to go back to the initial four elements.
go on	to occur or happen	no	It was pretty obvious that something serious was going on.
go over	to discuss plans or a document together with others	no	I'm going to go over <i>the various factors</i> that ...
head back	to return back to work or home	no	I'm going to head back to the meeting room now.
shape up	to improve yourself or your performance	no	Sorry, Anthony, I'll shape up <i>the attitude</i> .
stand out	to be noticeable	no	... you want to stand out as a winner.
stand up	to stand before a group of people	no	This workshop is about you; about preparing you to stand up here.
sum up	to summarize the main points of a meeting or discussion	yes	To sum up, I want to say once more that ...

CHAPTER 1

Anthony: Since you are the official Connect team, I want to update you on our plan for the upcoming conference.

Michael: Plan?

Anthony: Now, now, no need to get nervous. All of you know that this conference is a very big deal for Wirego and specifically for the launch of Connect. I'm expecting the conference to be more than a trade show – much more.

Michael: We know. And I know that we're all really proud to be part of this team.

Anthony: Our product presentation will be the first introduction of our product to hundreds of potential buyers. And, if even a couple of the international carriers bought our phone, well, that would mean ...

Michael: ... big profits. I'm your sales guy, Anthony, and I'm going to make it happen.

Anthony: I know you can sell it, Michael, you are our best. And Lily, you're our top marketing exec – that's why you're both on the team. And, Ken ...

Ken: Yes, sir.

Anthony: Ken, please, you don't have to call me sir. I was going to say that despite being relatively new here, you're our top tech guy. You're a technical wizard, and that's why I brought you to Wirego.

Ken: Thank you, sir. Eh, sorry, sir ... I mean Anthony.

Michael: Wait, I'm not following here. Where are you going with this?

Anthony: I'd like each one of you to make a presentation of your speciality. Michael, you'll be doing the overall sales pitch, Lily, the marketing angle, and you, Ken, are going to present information on how the product actually works to people who do not know six programming languages. And, I am hiring a presentation coach to come in and work with all of you. No reason to panic! I know that you are all capable of doing a great job – that's why you're here. But public speaking can be a nerve-racking experience and I want you all to be as confident as possible before getting up there and impressing a roomful of potential buyers.

Lily: So, who's this coach?

Anthony: Her name is Lucille Dupruis and she'll be here on Thursday.

Michael: Lucille Dupruis: French?

Anthony: Yes, she is based in Paris, but speaks excellent English, works all over Europe and is one of the best in the field.

Lily: Okay, well, thank you, Anthony. We're sure to benefit from her session.

Michael: Yes, how bad can it be?

- Anthony: Michael, I know I don't need to say this, but I want you to welcome Ms. Dupruis appropriately. Bringing her in does not mean that I think there is something wrong with your presentation skills – I know you're a great salesman, and that you've made your fair share of presentations.
- Michael: Yes, absolutely. Sorry, Anthony, I'll shape up the attitude.
- Anthony: Great. Okay, team, I'm off. Next meeting in five minutes. Ms. Dupruis should be emailing you a small assignment to do before her session on Thursday.
- Ken: Thanks, Anthony.
- Anthony: Sure thing Ken. See you later.
- Lily: So, what do you guys think?
- Ken: I know her.
- Lily: What?
- Michael: Know who?
- Ken: I know her, the coach, Lucille Dupruis.
- Lily: You know her? From where, your old company? Did she do her workshop there?
- Ken: Not exactly.
- Michael: Well, come on then, how do you know her?
- Ken: We dated.
- Michael: What? You're kidding.
- Lily: And do you still keep in touch?
- Ken: No, not really.
- Michael: Listen, I don't want to pry, but is this going to be awkward? Maybe you should have said something to Anthony.
- Ken: No, I didn't feel comfortable saying anything. I'll call her, I think, and give her some warning. I'm sure that we'll be able to be professional about this. And if anyone can use her workshop at this point, it's me.
- Lily: Oh dear, this *is* a bit complicated.
- Michael: Come on – let's get back to our offices. Lots of work to do, plus the homework that's supposed to be waiting in our mailboxes.
- Lily: Right! See you guys later.

CHAPTER 2

- Michael: So, did you talk to her? Is everything okay?
- Ken: Yes, of course. I spoke to her. Everything will be strictly professional. No reason to let Anthony know of our history.
- Lily: Sure, no problem. Ken. We won't say anything. Right, Mike?
- Michael: Of course not.
- Anthony: I really do appreciate you coming.
- Lucille: No need to thank me, Rome is one of my favourite cities in Europe, it's my pleasure.
- Anthony: Good morning, everyone. It's my great pleasure to introduce you to Ms. Lucille Dupruis, our presentation coach. This is Michael ...
- Lucille: Good morning.
- Michael: Hello, good to meet you, Ms. Dupruis.
- Lucille: Pleased to meet you too. And please call me Lucille.
- Anthony: Lily ...
- Lily: Lovely to meet you, Lucille.
- Lucille: Nice to meet you too.
- Anthony: ... and Ken.
- Ken: Hello, Lucille. How are you?
- Lucille: Hello, Ken, nice to see you again.
- Anthony: Oh, do you two know each other?
- Lucille: Well, actually, we know each other from ...
- Ken: ... Paris, we knew each other in Paris. When you mentioned Lucille's name, I wasn't sure if it was the same person, but in fact it is her.
- Anthony: Okay, great. So, Lucille, would you like something to drink before you begin?
- Lucille: No, I'm fine. I've already had some coffee this morning. We have a lot of ground to cover so I'd like to get started.
- Anthony: Okay, then, the floor is all yours. Enjoy!
- Lucille: Hi to you all. I appreciate you taking the time from your busy schedules to be here today. As I'm sure you know, I'm here to give a presentation about presentations. During the next hour or so, I'm going to be going over the various factors that contribute to making a successful presentation. We are going to be doing quite a bit of practising and critiquing ourselves. Throughout my presentation, I will stop to give you side-notes. These refer to what I'm doing and why and how I am doing it. Great. A side-note: stopping to check in with your audience every so often, especially in smaller groups, makes it more personal and more accessible. Okay, now on to the first topic. The key elements to consider for any presentation: the situation, the audience, the speaker, the presentation.

First, the situation: how big is the room? Second, the audience: how big is it, who are they, what do they expect from you? Third, the speaker: you! And finally, the presentation: being 100% prepared and matching the tools of the trade to the specific occasion: do you use a projector, a flip chart, a presentation kit, or, as I have done, prepared boards. It all depends on your audience and the goals you want to achieve. Do think about what tools are best for your purpose.

Another side-note: whenever you are presenting a slide or a visual, remember that your audience will automatically read it themselves. Therefore it isn't necessary to read out the whole thing to them: just summarize the main points. Okay, what I want to do now is go straight to the task I emailed to you.

Michael: Yes, about that .

Lily: I mean do you actually want us to

Lucille: Here's the thing, everybody: this workshop is about you: preparing you to stand up here, making sure that you accomplish your objectives during your own presentations. So by the end of today, I not only want you to be familiar with all the tips and tricks that go into making a great presentation. I want to see you using them. So I suggest we begin.

Michael: Okay. I'll go first.

Lucille: Wonderful, thank you, Michael. Okay, Michael, I want you to answer a few questions based on our four elements .

Michael: Sure.

Lucille: Where are you making this presentation and why?

Michael: Here in this meeting room. Because I was instructed to prepare a three-minute presentation on whatever topic I chose to bring to this workshop.

Lucille: Okay, and what is your topic?

Michael: Effective sales techniques.

Lucille: Great. Now, think about your audience, who are we? What do we expect from you?

Michael: You are a presentation coach and

Lucille: Okay .

Lily: Well maybe he's presenting to a group of new salespeople in training with the company?

Lucille: Excellent, thanks, Lily.

Michael: Sure. Sounds good.

Lucille: Okay. The next item on our list: knowing your own fears and weaknesses, how do you normally feel about presentations, Michael?

Michael: Confident. I don't really get stage fright or anything like that.

Lucille: Good. Finally, the preparation, which is something I'm assuming, you have already done.

- Michael: Absolutely
- Lucille: Michael will have three minutes to deliver his presentation. Lily and Ken, I want you to listen and take notes about his presentation style. Think about the four elements
- Lily: Sure/Okay
- Lucille: Michael, the podium is all yours
- Michael: Thanks. Hello everybody. Have you ever felt like just one of the pack chasing after leads that don't seem to lead anywhere? We've all felt like that. Sales is a highly competitive field, but that is also what makes it one of the most dynamic and exciting. You're all here today, I'm assuming, because you want to stand out as winners. Well, I'm here today because I want to help you do that. I'll be presenting some very specific sales techniques that can help you reach your goal.

CHAPTER 3

Video script

- Ken: Well, let's just have a look at this graph and I think you will see what I'm trying to say. You can see that illustrated on the graph, the latest model listed at the bottom of the page, from the least expensive... hold on, from the most expensive... oh, sorry, I was right, from the least expensive to the most expensive, going from the left to right. We can see that as the model price rises, the problems increase. Well, this brings me to the end of my presentation. I don't know if this has been helpful, but I'm going to leave it here. Thank you for your attention.
- Lucille: Thanks, Ken. Have a seat. Okay, so that's all three of you. I would like to thank you, not only for preparing your short presentations, but for having the courage to stand up here and receive our critique. Okay, now I'd like to discuss how presenting feels. Ken, you went last, so why don't we start with you?
- Ken: Terrible. I think it's quite obvious that I don't feel comfortable standing in front of a group. I get nervous, you know, as if everyone were looking at me, waiting for me to make a mistake, stumble over a word or something.
- Lucille: Thanks for being so specific. Ken, Michael, what about you?
- Michael: Me? I feel great. In fact, I often feel a surge of energy right when I get up there that fuels me forward. I know that my job is to convince my audience that they want my product.
- Lucille: Thanks. Okay, and what about you, Lily?
- Lily: Well, I don't particularly mind presenting, but I don't love it either. I tend to get a few butterflies and depending on who's in the audience, and how big it is, I get more or less nervous. Just now, I felt fine.

- Lucille: Good. Okay, now I'd like to go back to the initial four elements. These elements essentially help you organize your presentation. By forming questions out of each of the sub-points and answering them you will fully prepare yourself. You will know what you're doing, why you're doing it, and who you're doing it for. Please take one of these and pass them around. Another side-note: Instead of passing handouts to your audience yourself, get them to do it. Again, you can provide additional information to your audience without losing focus on the topic at hand.
- Ken: Question . . .
- Lucille: Yes?
- Ken: Is this something that we can use over and over again, for each new presentation?
- Lucille: Yes, exactly. Another side-note: Ken just interrupted with a question. Because this interruption does not disturb my flow, I'll answer it. If, however, I found it disruptive, it would be perfectly acceptable to say "Can you please hold your question until the end?" Okay, I'd now like to focus your attention on the next point. I call this the top ten simple rules to follow. Rule number one: know your PAL. Any idea what PAL stands for? Well, P is for purpose. A is for audience and L is for logistics, which means making sure all your technical equipment is ready and in working order. Our next rule is about timing. The trick to timing is always to plan for 75% of the time you are allotted. Why do you think I am telling you to underplan rather than overplan?
- Michael: May I? Well, first of all, things often get started a little late. But aside from that, no matter how interesting your presentation is, no one seems to mind if you end a bit early, but if you end late, well, no one is too thrilled about missing out on some of their lunch hour.
- Lucille: Exactly right! And, if you expect questions and audience involvement, you can even plan on only using 50% of that time. By the way, not to worry, as soon as we are through with the top ten we'll be breaking for lunch. Good. Number three: keep it relevant. What do I mean by . . . ?

CHAPTER 4

Lily I don't know. I think it's going rather well.

Michael Tell us the truth, Ken. Is this awkward for you to be in Lucille's workshop, given your history?

Ken Actually . . . no, it's nice to see her again. But even with her help I don't know if anything is going to make me ready and confident enough for the real thing.

Michael Cheer up Ken, it isn't that bad.

Ken You don't think so . . . ?

Michael Ssh, here comes Lucille.

Lucille Okay. What I'd like to do now is give you half an hour of your own time to try and implement some of the techniques that we talked about this morning into your conference presentations. I'm going to head back to the meeting room now. How about if you three meet me there, ready to go, at 2:30?

Michael Sounds good. Shall we go?

Lily Yeah, let's go.

Lily I'm sorry, could you repeat your question, please? I didn't quite catch that.

Michael I asked if you think that print ads will play any role at all in the Connect campaign.

Lily Yes, print ads will play a role, but a minimal one. Not only are they expensive, they are also a less direct link to our prospective customer base. Our target group spends a lot more time on the Internet. Therefore, the amount devoted to each form will reflect our estimation of its value. Does that answer your question?

Michael Yes and no. Do you think you could give me some sort of figure or percentage?

Lily At this stage, the market research has not been concluded, but I would estimate no more than 10 to 15%.

Michael Okay, thank you.

Lily Right, if there are no other questions . . . Well then I'd like to conclude by thanking you for your time and saying that I personally am very excited about this product. More excited in fact, than I have been about any other mobile technology in quite some time. If you have further issues you'd like to discuss, please feel free to come up after the presentation. I'd be happy to discuss the Connect in more detail.

Thanks. Thank you very much.

Thanks, guys.

- Lucille Lily, that was wonderful, really! Did you feel a difference from the first time this morning?
- Lily I did, actually. This time I felt more focussed and less nervous. Now let's hope it will be that smooth at the conference.
- Lucille I especially liked the way you ended the presentation. Despite looking a little bit tired - Michael and Ken gave you a great workout with the questions - you ended on a very positive note. Well, now it's time for me to get around to concluding for the day. I really enjoyed working with you. I know I presented a lot of information today and I think that you did a great job of putting it into practice. I feel confident that the conference is going to go very well. Of course, if you have any -
- Anthony Sorry to interrupt, I just wanted to make sure I didn't miss the end.
- Lucille You're welcome to join us, Anthony. I'm afraid that you've just missed the final practice presentation.
- Anthony Oh that's too bad. I also wanted to speak with you for a brief moment, if you don't mind.
- Lucille Actually, you caught me at the end of my wrap-up. Give me one moment and I'll be right with you. Come and have a seat. Does anyone remember what I said in the beginning about unexpected interruptions?
- Ken Be gracious, but stick to your topic. Don't let the interruption take you off track.
- Lucille Correct! Thanks for the great example, Anthony.
- Anthony My pleasure.
- Lucille As I was saying, this brings me to the end of my presentation, and us all to the end of our workshop. So, I'd like to sum up and say once again that you all have done some great work and I hope I've been helpful to you, and I'd like to thank you for your kind attention. Okay, let's pop outside for a moment.
- Anthony Sorry for interrupting, but I wanted to catch you before the end of the day.
- Lucille Sure. What's on your mind?
- Anthony I'll get right to the point. How are things with Ken?
- Lucille What do you mean?
- Anthony As you know, he's a bit of a shy fellow and I thought perhaps he needed some extra work, and if so, I'd be very thankful if you would come back for another day or two, if you have space in your schedule.
- Lucille Oh, I see. Well, it is true he is the weakest in the group. But, I think he made great progress today. To answer your question - he could certainly use another day or two. Lily and Michael, however, are ready.
- Anthony Yes, that's what I thought.

- Lucille How about if I come back tomorrow? I don't need to be in Paris until next week.
- Anthony Yes, that would be perfect
- Lucille So, are you going to mention this to Ken?
- Anthony Well, perhaps you should, not in front of the others. I don't want to embarrass him
- Lucille: Oh, okay. Eh, okay
- Anthony Great. Let's get back in there
- Anthony So, we're all ready for the conference now?
- Ken Well . . .
- Lily I certainly feel much more prepared
- Michael I'm ready
- Anthony Good to hear, guys
- Lucille I'm afraid I must be going
- Anthony Of course, Ken, how about if you walk Lucille out?
- Ken Well, sure, I would be happy to
- Lucille Lily, Michael, it was nice to meet you both. Good luck, guys
- Michael Thank you so much

CHAPTER 5

- Michael So, Ken, are you going to tell us what happened already?
- Ken Oh, you mean with Lucille?
- Michael Yes, what else? You spent an extra day working with her alone. Come on, tell us!
- Ken: Well, she's back in Paris now
- Lily Oh, so that's it? She just flew back to Paris?
- Ken Not before we had some dinner and caught up after my second workshop day
- Michael I knew it! It was pretty obvious that something serious was going on
- Ken It was? Oh, well, I don't know about anything serious, after all, I'm here in Rome and she's back in Paris
- Michael It's not that far, you know
- Ken: We'll see how my visit to Paris goes in a couple of weeks
- Lily Ken, you're going to visit?
- Ken Well, like Michael said, it's not that far.
- Stage manager Hello, you're the team from Wirego, right?
- Michael We certainly are.
- Stage manager Great. You're on in a few minutes

Lily No problem, thank you

Michael Okay, all ready, guys?

Lily I think so, Ken, how about you?

Ken Who, me? Calm as can be

Michael Let's all take some deep breaths and recall Lurille's relaxation techniques

Stage manager Okay, Wirego, in you go

Michael Okay, Lily, Ken, we're going to do great. I know it. So let's go in there and show those people why the Wirego Connect is the best thing they've seen in ages.

Ken Because this product is targeted at the teen market, all of the applications are designed to be as straightforward and user-friendly as possible. Let's take a look at how the Internet service works. It's very simple for the user to surf the net from their phone. The technology here works in the same way.

Michael He's doing great

Lily I know. I'm so proud of him. Though, I must say, I'm feeling a bit nervous myself.

Michael You'll be fantastic

Lily Yeah, yeah. Shhh, we'd better be quiet

Ken I promise that I'll get back to that in a minute, sir. If you don't mind, I'd like to hold all questions until the end, at which point you're all invited to ask anything you want.

Lily Wow, did you hear how he handled that? Ken is a pro!

Ken As I was saying, all applications while extensive, are presented to the user very simply, with large icons.

This brings me to the end of my presentation. Thank you very much for your time. Next, my colleague Lily Wilshire will be talking to you about the marketing concept for the Connect. But before that, does anyone have any questions? Yes, please go ahead, miss



Useful Expressions

Welcoming the audience

Good morning/afternoon, ladies and gentlemen.

First of all, let me thank you all for coming here today.

It's a pleasure to welcome you today

I'm happy/delighted that so many of you could make it today.

It's good to see you all here

Introducing yourself

Let me introduce myself. I'm Ann Brown from ...

For those of you who don't know me, my name is ...

Let me just start by introducing myself

My name is ...

Giving your position or company

As some of you know, I'm the purchasing manager here at ...

I'm the key account manager here and am responsible for ...

I'm here in my function as the head of ...

I'm the project manager in charge of ...

Introducing your topic

What I'd like to present to you today is ...

I'm here today to present ...

Today's topic is ...

The subject/topic of my presentation is ...

In my presentation I would like to report on ...

In my talk I'll tell you about ...

Today I'm going to talk about ...

I'll be talking about ...

Saying why your topic is relevant for your audience

Today's topic is of particular interest to those of you/us who ...

My talk is particularly relevant to those of us who ...

My topic is/will be very important for you because ...

By the end of this talk you will be familiar with ...

Stating your purpose

The purpose/objective/aim of this presentation is to ...

What I want to show you is ...

Today I'd like to give you an overview of ...

Today I'll be showing you/reporting on ...

I'd like to update you on/inform you about ...

During the next few hours we'll be ...

Structuring

I've divided my presentation into three (main) parts.

In my presentation I'll focus on three major issues

In the next 30 minutes you can expect ...

Sequencing

Point one deals with ... point two ... and point three ...

Firstly, I'll be looking at ... secondly ... and thirdly ...

I'll begin/start off by ... Then I'll move on to ...

Then/Next/After that ...

I'll end with ...

Timing

My presentation will take about 30 minutes.

It will take about 20 minutes to cover these issues

This won't take more than .

Handouts

Please take a copy of the report and pass the rest on

Don't worry about taking notes. I've put all the important statistics on a handout for you

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

Questions

There will be time for questions after my presentation.

We will have about ten minutes for questions at the end.

If you have any questions, feel free to interrupt me at any time.

Feel free to ask questions at any time during my talk

Clarifying questions

I'm afraid I didn't (quite) catch that.

I'm sorry, could you repeat your question, 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 . .

Does that answer your question?

I'm afraid that's not really what we're here to discuss today.

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?

I'd prefer to answer your question in the course of my presentation.

Would you mind waiting until the question and answer session at the end?

Perhaps we could go over this after the presentation

Summarizing after interruptions

Before we go on, let me briefly summarize the points we've discussed

So, now I'd like to return to what we were discussing earlier

Problems to think about

Suppose you wanted to . . . How would you go about it?

Imagine you had to . . . What would be your first step?

So, how are we going to react to . . . ?

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 .

Moving to the next point

This leads directly to my next point

This brings us to the next question

Let's now move on/turn to

After examining this point, let's turn to .

Let's now take a look at .

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, .

Referring to other points/issues

There are a few problems regarding the quality.

With respect/regard to planning, we need more background information.

According to the survey, our customer service needs reviewing.

In addition to this, I'd like to say that . .

Furthermore, there are a few other facts we should take a look at

Rhetorical questions

What conclusion can we draw from this?

So, what does this mean?

So, how are we going to deal with this increase?

So, where do we go from here?

Introducing a visual

Let's now look at the next slide which shows

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

According to this graph, our net profit has doubled.

You can see the test results in this table

Explaining a visual

First, let me quickly explain the graph

You can see that different colours have been used to indicate ...

The new models are listed across the bottom

The biggest segment indicates ...

The key in the bottom left-hand corner ..

Highlighting information

I'd like to stress/highlight/emphasize the following point(s)

I'd like to start by drawing your attention to .

Let me point out that .

I'd like you to focus your attention on

What's really important here is .

Let's look more closely at .

Describing trends

Sales increased slightly in summer
 Consumer spending fell/declined sharply
 Interest rates have risen steadily
 There was a sudden increase in prices
 In August, we saw a moderate fall
 This was followed by a sharp decline
 Ticket sales have now started to pick up

Explaining cause and effect

What's the reason for this drastic decrease?
 The unexpected drop was caused by .
 This was because of .
 As a result
 Our new strategy has led to an increase of 10%.

Indicating the end of your talk

Well, this brings me to the end of my presentation
 That covers just about everything I wanted to say about .
 OK, I think that's everything I wanted to say about .
 As a final point, I'd like to
 Finally, I'd like to highlight one key issue.
 Thank you all for your attention.

Summarizing points

Let me briefly summarize the main issues
 Before I stop, let me go over the key issues again
 Just to summarize the main points of my talk .
 I'd like to run through my main points again .
 To conclude/In conclusion, I'd like to .
 To sum up (then), we .

Making recommendations

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

Quoting

Allow me to end with the words of .
 If I may quote .
 I believe it was ... who said

- A** accessible
to accomplish
to achieve
to acquire
actual
add-on
to advertise
advertisement
advice
agenda
ages, in ~
to agree
allotted
amongst
angle
anxiety
application
to apply
to appreciate
approach
appropriate(ly)
arrangement
arts
assignment
to assume
to attend
attitude
audience
available

to avoid
aware
awful
awkward
- B** base, to be ~ d in/on
to be in touch
beam
to benefit
besides
beware
blank
board
bold
to bother
box
to break down
breathing
to broadcast
buzz, to get a ~
- để hiểu
hoàn thành, đạt được
đạt được
nắm được
có thật, trên thực tế
phần thêm vào
quảng cáo
quảng cáo
lời khuyên
chương trình nghị sự
từ trước đến giờ
đồng ý, thỏa thuận
phân bố
trung số
góc độ
sự lo âu
đơn xin việc
nộp đơn
đánh giá cao
phương pháp
thích hợp
sự sắp xếp
nghệ thuật
bài tập
cho rằng
tham dự
thái độ
khán thính giả
có thể có, dùng, mua, gặp, ...
được
tránh
nhận thức
khủng khiếp
bất tiện, khó xử
làm việc/sống ở
liên lạc
tia
được lợi
ngoài ra
cui chừng, chú ý
trống
bảng
in đậm
tốn thời gian làm việc gì đó
cái bục
chia nhỏ thành
hô hấp
phát sóng
có cảm giác phấn khích
- C** calm
capable
carriers
to catch up with
to cause
certain
check, to ~ in with
to clarify
to coach
comfortable
command, to be in ~
to communicate
competitor
to conduct
conference centre
confidence
to confirm
considerably
consultant
to contribute
to control
to convince
course, in the ~ of
to cover
cover, to ~ a lot of
ground
to create
to critique
crowd
current
customer base
- bình tĩnh
thao, giới
hàng viên thông
bắt kịp
gây ra
chắc chắn, nhất định
kiểm tra
làm rõ
huấn luyện
thoải mái
kiểm soát
truyền đạt
đối thủ cạnh tranh
điều khiển
trung tâm hội nghị
sự tự tin
xác nhận
nhiều
người cố vấn
góp phần
kiểm chế
thuyết phục
trong lúc
thảo luận, tiếp thu
để cập tới nhiều lĩnh vực

tạo ra
phê bình
đám đông
hiện nay
lượng khách hàng
- D** to date
deal
to deal with
deep
delegate
to deliver
to deny
development
device
to digress
to distract, to be ~ed
to divide
dramatically
dread
to dread
due
- hen hò
vụ làm ăn
xử lý, giải quyết
sâu
đại biểu
trình bày
từ chối
sự phát triển
thiết bị
đi (nói) ngoài đề
bị rời trí
phân chia
một cách đột ngột
nỗi sợ hãi
kh khiếp sợ
tới hạn, tới lúc

E ease, to put sb at –
 to elaborate
 to embarrass
 to emphasize
 encouraging
 to engage
 to enjoy
 enthusiastic
 equipment
 estimate
 excellent
 executive
 to expand
 to expect
 expectantly
 experience
 to explain
 to explore

F to face
 facial expression
 failure
 to fall asleep
 familiar
 fancy
 fear
 feature
 fellow
 field
 flight details
 floor, to hold the –;
 to hand the – over
 to sb
 follow-up
 font
 fool, to make a –
 of oneself
 foolish
 fraction
 frightening
 to fuel
 full-day

G to gain
 to gather
 to generate
 gesture
 to get ready
 gimmicks
 glad
 to go wrong

làm cho ai đó thoải mái
 giải thích, làm rõ
 làm bối rối
 nhấn mạnh
 đầy khích lệ
 thu hút
 tận hưởng
 nhiệt tình
 trang thiết bị
 ước lượng
 xuất sắc
 quản trị
 mở rộng
 trông đợi
 một cách hào hứng
 trải nghiệm
 giải thích
 khảo sát

đối diện
 nét mặt
 hỏng hóc
 ngủ gục
 quen thuộc
 vui mắt
 nỗi sợ hãi
 đặc tính
 anh chàng
 lĩnh vực
 chi tiết chuyến bay
 chiếm diễn đàn, nhường
 mi-crô (quyền phát biểu)
 cho
 tiếp theo, về sau
 kiểu chữ
 làm chuyện ngu ngốc

ngu ngốc
 số ít, phần nhỏ
 gây hoảng sợ
 tiếp thêm năng lượng
 trọn ngày

giành được
 thu thập, quy tụ
 tạo ra
 cử chỉ
 chuẩn bị sẵn sàng
 mảnh lời quảng cáo
 vui
 mắc sai lầm

go, to ~ ahead
 grab, to ~ sb's
 attention

H handout
 have, to ~ butterflies
 health benefits
 heart, by ~
 to hire
 however

I impact
 impressed, to be ~
 to improve
 including
 to increase
 inexperienced
 informally
 to inspect
 to instruct to
 insulted
 to intend to
 interest rate
 interior
 interruption
 investment
 to involve
 issue

K key reason
 keynote speech
 to kid
 know, to ~ one's
 stuff
 knowledge

L lack
 last-minute
 to launch
 leading
 lectern
 lecture
 to lift
 to lighten up

likely
 likewise
 live
 located
 to look at
 to look out

bắt đầu
 thu hút sự chú ý của ai đó

tài liệu phát tay
 hồi hộp
 trợ cấp bệnh tật
 thuộc lòng
 thuê mượn
 tuy nhiên

tác động
 khâm phục
 tiến bộ
 bao gồm
 tăng lên
 thiếu kinh nghiệm
 một cách thân mật
 xem xét kỹ
 hướng dẫn
 bị xúc phạm
 dự định
 lãi suất
 nội thất
 sự gián đoạn
 sự đầu tư
 bao hàm, đòi hỏi
 vấn đề

lý do chủ yếu
 bài diễn thuyết chủ đạo
 đùa, trêu
 thạo việc

kiến thức

thiếu
 vào phút chót
 tung ra (sản phẩm mới)
 hàng đầu
 bục phát biểu
 bài thuyết trình
 nâng (đầu) lên
 nói một cách thoải mái (không
 cần quá nghiêm túc)
 có khả năng
 tương tự
 trực tiếp, tại chỗ
 tọa lạc, nằm ở
 nhìn
 để ý tới

- M** major
make, to ~ the
most of sth
marked
market share
to match
meal, heavy ~
medium
to memorize
memory, to commit
to ~
to mention
message
mind, to be on
one's ~
mistake
to move on
- N** necessary
nerve-racking
nervousness
notes
noticeable
novelty
novice
- O** objective
to observe
obsessed
obvious(ly)
occasion
onwards
operations
opportunity
opposing
to outline
overall
to overcome
- P** to participate
performance
period
to persuade
persuasive
phrase
to pick sb/sth out
platform
player, big ~
pleasure, it's my ~
podium
point of view
- chính, quan trọng
tân dụng

dễ thấy, dễ chú ý
thị phần
tương xứng
bữa ăn nhiều
phương tiện truyền thông
ghi nhớ
ghi vào bộ nhớ

nói đến, đề cập
tin nhắn
lo lắng về điều gì đó

lời
đi tiếp, tiếp tục

cần thiết
căng thẳng dữ dội
sự căng thẳng
ghi chú
đáng chú ý
sự mời lạ
người mới vào nghề

mục tiêu
quan sát
bị ám ảnh
hiển nhiên
dịp
trở đi, tiến về phía trước
hoạt động
cơ hội
phản đối
phác ra
tổng quát
vượt qua

tham gia
buổi biểu diễn
thời điểm
thuyết phục
có tính thuyết phục
cụm từ
chọn ai đó trong số còn lại
bục diễn thuyết
ban hàng, đối tác quan trọng
rất sẵn lòng, rất hân hạnh
bục
quan điểm
- to point sth out
pointer
pop, to ~ outside
popular
prediction
preferably
preparation
to prepare
presentation kit
presenter
pretty
pro
progress, to make ~
to project
to pry
public service
to publicize
purpose
- Q** quarter
quiet
- R** rapidly
rapport
raw
to recall
to recap
recent
recite
to refer to
to rehearse
to rely on
to remember
to repeat
require
research
to respond to
review
rise
run, to ~ through
running costs
- lưu ý
thanh/bút dùng để chỉ
đi ra ngoài
phổ biến
sự dự đoán
tốt nhất là
sự chuẩn bị
chuẩn bị
bộ công cụ thuyết trình
người trình bày
khả là
tay chuyên nghiệp
có đạt được tiến bộ
chiếu (lên màn ảnh)
xoi mói
dịch vụ công
quảng cáo
mục đích

quý
yên lặng

nhanh chóng
sự đồng điệu, sự ăn ý
nhấp, thò
nhắc lại
tóm tắt lại điểm chính
gắn đây
đọc lại
có liên quan đến
tập duyệt
trông cậy vào
ghi nhớ
nhắc lại
đòi hỏi
nghiên cứu
trả lời lại
bài điểm báo
sự gia tăng
xem lướt qua
chi phí vận hành
- lượng
nhân viên kinh doanh
lời rao hàng
đường truyền vệ tinh
thời gian biểu
được lên kế hoạch
màn chiếu
lần trình chiếu
phần
- S** salary
sales person
sales pitch
satellite link
schedule
scheduled
screen
screening
section

sector
 self-defeating
 serious
 to serve
 session
 set
 to shape up
 shares
 shift, to ~ one's gaze
 to shoot up
 short-sighted
 shy
 side salad
 side-note
 significantly
 sip
 to sit back
 situation
 skill
 slide show
 snack
 space
 sparingly
 speaker
 speech
 spot, to be ~ on
 stable
 stage
 stage fright
 steady
 to step out
 straightforward
 strength
 strictly
 to stumble
 successful
 to suffer
 to suggest
 suitable
 to sum up
 to summarize
 supporting
 surf, to ~ the net
 to surge
 survey
 to switch on

ngành nghề
 yếm thế, bị quan
 nghiêm trọng
 phục vụ
 buổi
 bộ
 cải thiện
 cổ phiếu, cổ phần
 chuyển ánh nhìn
 tăng vọt
 bị cận thị; thiên cận
 nhút nhát
 món sa-lát phụ thêm
 ghi chú phụ thêm
 có ý nghĩa
 ngụm
 ngồi thụt vào, nghỉ ngơi
 tình huống
 kỹ năng
 màn trình chiếu
 thức ăn nhẹ
 không gian
 một cách điều độ
 diễn giả
 bài nói, diễn văn
 chính xác; tuyệt vời
 bình tĩnh
 sân khấu
 nỗi sợ khi diễn thuyết
 đều đặn
 đi chuyển nhanh hơn
 thẳng thắn
 ưu điểm
 nghiêm ngặt
 vấp, trượt
 thành công
 chịu đựng
 đề nghị
 phù hợp
 tổng kết lại
 tóm tắt lại
 hỗ trợ
 lướt mạng
 trào dâng
 cuộc khảo sát
 bật, mở

hít một hơi
 lấy đi khỏi
 phật lòng

talk
 target, to be ~ed at
 task
 tech
 technical wizard
 tedious
 to tend to
 terrified, to be ~
 to test
 to throw around
 time-consuming
 to an extent
 tools, ~ of the trade
 top
 trade publication
 tried and tested

trouble
 truly
 tuition
 turn, it's your ~
 turn, to ~ heads

U unique
 unless
 upcoming
 to update
 user-friendly

V value
 venue
 visible
 visual aids
 visuals
 voice

W walk, to ~ sb out
 to warn
 weak
 weakness
 well-planned
 to widen
 without doubt
 to work
 to work on
 to worry about
 worth(while)

bài nói chuyện
 nhắm vào
 việc, nhiệm vụ
 kỹ thuật
 một thiên tài về kỹ thuật
 chán ngắt
 tuổi thanh thiếu niên
 có xu hướng
 cảm thấy khiếp sợ
 kiểm tra
 vung vẩy
 tốn nhiều thời gian
 ở một mức độ nào đó
 đồ nghề
 hàng đầu
 ấn bản thương mại
 thử và kiểm nghiệm (phương
 pháp)
 chuyên rắc rối
 thật sự
 sự huấn luyện
 tôi lượt anh/cô
 lời cuốn sự chú ý

độc đáo
 trừ phi
 sắp diễn ra
 cập nhật
 thân thiện với người sử dụng

giá trị
 nơi gặp gỡ, địa điểm
 rõ ràng, có thể thấy được
 phương tiện hỗ trợ bằng hình
 ảnh
 hình ảnh
 giọng nói

tiền ai đó ra
 báo trước
 yếu, kém
 điểm yếu
 được lên kế hoạch tốt
 mở rộng ra
 chắc chắn
 làm việc
 có tác động
 lo lắng về
 đáng giá, bỏ công

T to take a breath
 to take away from
 to take offence

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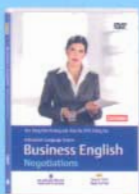
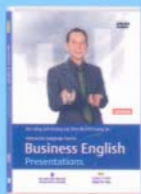
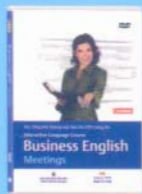


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