



## Unit 01

# Starting the Presentation



### Warm-up

- 1 Based on your experience in giving presentations, have you ever made such a good impression at the beginning immediately captured the audience's attention? If so, how did you start?
- 2 Can you think of some specific attitudes which might give a good or bad impression, especially when giving presentations? Share your ideas with the class.

## 01 Vocabulary

### A Word Definition

Underline the word with the given definition.

1 to produce a result, answer, or piece of information

My investment yields about \$2,000 a year in profits.

2 giving you hope and confidence

A recent experiment has shown encouraging results.

3 not definite or certain, because you may want to change things

I'll send you a tentative schedule for the interviews.

4 happening before something that is more important, often in order to prepare for it

The project is still in its preliminary stages.

### B Word Use

Write your own sentence using the underlined word in the sentence.

1 The topic of the workshop is how to improve company-wide communication.

---

2 Tickets are available both on site and online.

---

3 Properly identifying the target audience is essential in planning an advertising campaign.

---

4 Technological advances in the last decade have totally transformed the media landscape.

---

## 02 Expression

### A Key Expressions

1 It gives me great pleasure to

- It gives me great pleasure to welcome you today.
- It's my pleasure to open this year's sales conference.

2 you've all made it

- I'm so glad that you've all made it from our offices around the world.
- I'm delighted that you've all made it to this event.

3 on such (a) short notice

- I'm pleased that you've all made it to this meeting on such (a) short notice.
- Thanks for gathering on such (a) short notice.

4 give you a general overview of

- I'm going to spend some time today giving you a general overview of our security problems.
- I'll give you a general overview of our new product by listing its main features.

5 I'll be very brief

- This will be a quick meeting so I'll be very brief.
- I'll be very brief as I know it's quite late.

6 start off with

- I'd like to start off with some updates on our sales figures.
- I want to start off with a couple of questions.

7 update you on

- I'd like to update you on our recent technological advancements.
- I'm very pleased to have a chance to update you on our ongoing projects.

8 I tell you

- Now, I tell you, this sounds like a new idea that is well worth debating.
- I tell you what, why don't we start off with something interesting to talk about?

### 03 Presentation (1)

**A** What's the presentation about?

---

---

**B** Summarize the story and present it to the class.

---

---

---

---

**C** Complete the sentences with the phrases in the box.

• start off    • on site    • made it    • welcome to

(1) \_\_\_\_\_ Optium Conference 2016. I'm glad you've all (2) \_\_\_\_\_ to today's conference on such short notice. I am thrilled to present a totally new style of tablet for you. However, before I begin my presentation, I want to (3) \_\_\_\_\_ with some stats about the conference. There are over 1,000 attendees here today. This may be the biggest product launch in Optium's history—I'm not sure, but I know it's the largest in the last decade, so it's very special day! There are developers here from over 32 countries, including Japan and Germany, and we've got some great stuff for your businesses. There will be over 60 lab sessions—and of those, 22 are hands-on, where you'll going to sit in front of the machines during the sessions—as well as 80 presentation sessions. What's more, over 300 Optium engineers are going to be (4) \_\_\_\_\_ this week to help you.

### 04 Presentation (2)

Give a presentation for five minutes using the slide below.

You are going to begin a conference by welcoming the audience. This is one of the largest global conferences in the IT field. A lot of distinguished developers and engineers are in attendance. You will introduce yourself and this conference with the information on the second slide.



- **The Vision**  
To make search engines so powerful they can understand “everything in the world”
- **The Mission**  
To organize the world's information and make it universally accessible and useful
- **The Focus**  
To continue to focus on innovation and on the user experience

---

---

---

---

---

---

---

---

---

---

## 05 Sample Presentation

Read the script below aloud with proper rhythm and pronunciation.

Hi, my name is Nick and I'm a researcher here at AMT Labs. It gives me great pleasure to welcome you to this conference. I hope you are all having a good time. I'm here today to talk about strategic analysis.

I'm sure it's everyone's favorite discussion topic. But, we promise over the next 30 minutes you will learn a lot and might even have a little fun. We'll first analyze different corporations in the IT industry. We'll start off with Google. Let me first introduce their vision, mission and focus.

First, their vision is to make search engines so powerful they can "understand everything in the world." Pretty powerful stuff there, right? Meanwhile, their mission is to organize the world's information and make it universally accessible and useful. Hmm, is that even possible? And lastly, their focus is on innovation and user experience. Isn't everybody's?

### Presentation Tip

#### Start Strong

You've heard it before: First impressions are powerful. Believe it. The first 2-3 minutes of the presentation are the most important. The audience wants to like you and they will give you a few minutes at the beginning to engage them — don't miss the opportunity. Most presenters fail here because they ramble on too long about superfluous background information, their personal/professional history, etc.

## 06 Mr. Q's Presentation

 Listen to Mr. Q's presentation and answer the questions below.

1 What most likely is Mr. Q's job?

- a Product developer
- b Customer service representative
- c Advertising agent
- d Personnel manager

2 What is Mr. Q's presentation mainly about?

- a Excessive business expenses
- b Construction of a new building
- c An advertising campaign
- d A project update

3 What will the audience probably do next?

---

---

---

### BUSINESS JOKES

A major speaker for the annual auto dealers convention was visiting the rest room just before he was to speak to the 10,000 members.

He was asked, "Are you our special speaker?"

"Yes, I sure am and I am excited to be here," he replied.

"Are you nervous?" "No, I'm never nervous before I give a big speech." "If you are not nervous, then what are you doing in the ladies room?"

## 07 Exercise

### A Underline the best word to complete each sentence.

- 1 I'll give you a general (overview / overvalue) of our new product by listing its main features.
- 2 Our technicians will be available (onside / on site) 24 hours a day to assist you.

### B Fill in the blanks with the given words.

- notice
- brief
- company-wide
- start off
- target
- encouraging

- 1 A preliminary field test has yielded some \_\_\_\_\_ results.
- 2 I'll be very \_\_\_\_\_ as I know it's very late.
- 3 Thank you for attending our \_\_\_\_\_ product review.
- 4 I'd like to \_\_\_\_\_ with some updates on our sales figures.

### C Fill in the blanks with the given words.

- is essential when delivering a speech
- have transformed the market fundamentally
- on such short notice
- in its preliminary stage

- 1 Technological advances in the last decade \_\_\_\_\_.
- 2 The project is still \_\_\_\_\_.
- 3 Properly identifying the target audience \_\_\_\_\_.
- 4 I'm pleased that you've all made it to this meeting \_\_\_\_\_.

# BUSINESS INTERACTION

This **BUSINESS INTERACTION** series provides learners with the necessary communication skills in various business situations. This series is designed specifically for a highly practical approach to providing more opportunities for global business. The series is designed for foreigners who want to be globally confident and willing to operate globally.

**BUSINESS INTERACTION** focuses on the fluency of speech and listening skills needed for various situations such as presentations, e-mails and meetings.

정가 17,000원



[www.hienglish.com](http://www.hienglish.com)



[www.pocketcampus.co.kr](http://www.pocketcampus.co.kr)

