

Answer key

1 Preparing your presentation

- 4 1 Presenting is communicating some ideas or messages to an audience in order to achieve something.
 2 Identify your key messages.
 3 Three to five
 4 You need to know: Who are they? What are they concerned with? What do they need to know?

8 *He mentions the following:*

Stand up and practise your presentation two or three times.

Practise different ways of presenting your material.

Think about how to arrange the seating in the room.

Check all the technical equipment.

- 11 Different ways presenters control their nerves: *find a quiet place; talk or listen to music; wear an item of clothing to feel confident; do exercise and breathe deeply.*

Recognizing the value of what you are presenting: *tell yourself why it's important that your audience takes away your message; believe in the value of what you're presenting.*

The key point to remember: *it isn't about you, it's about your audience.*

Language focus

- | | |
|---------------------|-----------------------------|
| 1 1 data projector | 5 flipchart |
| 2 whiteboard | 6 lectern |
| 3 screen | 7 laser pointer |
| 4 microphone | 8 laptop |
| 2 1 e theatre-style | 4 b horseshoe (or U-shaped) |
| 2 d circle | 5 a boardroom |
| 3 c cabaret | |

3 Suggested answers:

- 1 This is a small group and you want discussion. A circle or horseshoe (U-shaped) seating arrangement will work well for this.
 2 This requires a large more formal space so a theatre-style arrangement is probably the best.
 3 Because you want discussion groups, a cabaret-style arrangement will work well.
 4 The boardroom arrangement includes a table for people to put their notes and drinks on.

- 5 2 first impression 6 anecdote
 3 visual aids 7 body language
 4 eye contact 8 navigation
 5 key message 9 recapping

2 Structuring your presentation

- 3 1 T 2 T 3 F 4 T 5 F 6 T 7 T 8 F

- 4 a = Introduction
 b = Conclusion
 c = Messages 1, 2 and 3

- 5 1 20%
 2 Three times

- 3 It's important because it makes the presentation easier to follow. If someone has stopped listening they can rejoin the presentation. Secondly, if the presentation is easy to follow, the audience trusts the presenter more.

- 4 Tell the audience directly, make physical changes and/or allow a long pause.

- 5 1 Keep it simple.

- 2 Use the Core structure.

- 3 Signal the beginnings and ends of each section.

- 7 Andrew says the presenter includes all five criteria on the checklist in 6 and gives a good performance. The only point for improvement is to avoid repetition.

Language focus

- 1 Introduction: *Now today I'd like to talk to you about ...; I'm going to go through three points.; First of all, I'll talk about ...; Secondly, I'll cover ...; And finally, I want to discuss ...*

Messages: *So let's start with ... That more or less covers ...; This brings me to my second point.; Let's move on to the last point ...; Let's leave that there for now, shall we?;*

Conclusion: *That is the end of my presentation ...*

- 3 Introducing the message: *So let's start with ...*

Ending a message: *That more or less covers ...; Let's leave that there for now, shall we?*

Moving from one message to the next: *This brings me to my second point.; Let's move on to the last point ...*

- 4 Introducing the message: *Now let's look at ...; Now I'd like to consider ...; I'd like to begin by (examining) ...*

Ending a message: *That's enough about ...; That covers all I wanted to say about ...*

Moving from one message to the next: *Moving on ...; That was my first point. Next I'd like to ...; Turning now to ...*

- 5 1 I'd like to begin by

- 2 now let's look at / now I'd like to consider

- 3 moving on / let's move on

- 4 That's enough about / That covers all I wanted to say about

- 5 let's leave that there for now, shall we?

- 6 1 e 2 a 3 e 4 c 5 b

- 7 1 Firstly / First of all / To begin with / To start off with

- 2 Next / Secondly

- 3 finally / lastly / thirdly

- 4 to recap / to sum up

- 5 In conclusion / To conclude

3 Introducing your presentation

- 3 1 Some people in the audience have sales conferences.
 2 Save IT
 3 Her company is responsible for the day-to-day running and security QPG's computer systems.
 4 Germany
 5 They make sure there are no viruses and no one is reading company information who shouldn't be.

- 6 It allows you to work anywhere.
 7 The use of social networking for keeping in touch and for marketing.
 8 How many of you use sites like Facebook and Twitter? What about your children and their friends?
 9 Anytime during the presentation and at the end.
- 4 1 Use body language and good eye contact to show you are relaxed and confident. Another way is to welcome the audience, pause, look around and then begin.
 2 Use anecdotes, stories, strong visual images and interact with the audience.
 3 The audience needs to know why it's useful for them.
 4 'What's in this presentation for me?'
 5 So they trust you and feel that you are qualified to speak to them.
 6 It makes you look very professional.
 7 What's going to happen and how it will be presented.
 8 So the audience trusts you and listens more positively.
- 6 Andrew's analysis of Sabine is that she includes each part of the ABCD model but some parts are better than others:
attention: Overall she does this well by answering the questions in the audience's minds, with good use of body language and eye contact and with interaction.
benefits: Sabine talks about the benefits from her own point of view but she should talk about benefits from the audience's point of view.
credibility: Andrew thinks this is her main area of strength. She shows understanding of the audience, she explains who she is and why she's there.
direction: She deals with this by outlining the structure and explaining when to ask questions.

Language focus

- 1 1 A 2 B 3 A 4 B 5 A 6 B 7 A
 2 1 work 2 based 3 responsible 4 involves
 5 deal 6 charge
 3 *Today, I am going to cover three main areas. Firstly, I plan to give you an overview of ... Then, I will explain how it differs from ... And lastly, I intend to demonstrate how ... My aim is to show you that ... I hope that by the end of the presentation you will see that ... I'll be showing you some examples ... The presentation will last about thirty minutes and I'll be taking questions at the end.*
 The benefits are that the new software will improve security and be easy to use. Notice that the presenter explains the benefits by using 'you' instead of 'I' or 'we'.
- 4 1 b 2 a 3 e 4 c 5 f 6 d
 5 2 give you an overview 3 go through 4 highlight
 5 address
 6 1 during 2 after 3 during 4 not at all 5 after
 7 *Good morning and thank you all for coming / I understand that it's a particularly busy period in the year for you all / sales conferences I gather / so I'll keep this as brief as I can / I know two of you here today from previous meetings / but for those of you who don't know me / my name's Sabine Kolbeck / and I represent the IT consultancy / 'Save IT'.*

4 Delivering your message

- 3 1 To carry out research to provide information about customers and the service.
 2 The fall in customer retention, particularly the cancellation of contracts within fourteen days, and views on the call centre, especially the issue of unresolved customer enquiries and complaints.
 3 Online
 4 It provides round-the-clock access to your business. You can check your emails, read and send documents, check company newsletters, and join in the online office gossip. You can also use it for conference calls.
 5 Time is wasted on internal company communication because the system is not integrated.
 6 It unifies communication to make it effective and time-saving.
 7 Decreasing salaries, redundancies, losing competitiveness.
 8 They are expensive and out-of-date.
 9 Staff will share desks and can work from home. It solves the space problem and solves the problem of relocation for staff who live a long distance away.
 10 It isn't a problem, it's an opportunity.
- 4 **Point → Explanations → Examples → Point**
 1 Because your message can become lost without PEEP.
 2 PEEP allows you to get control of the presentation again and bring the audience back to the main point.
 3 The dream approach asks the audience to imagine a better future and is good for promoting something which could affect their future.
 4 The disaster structure is used to influence people to accept change they don't necessarily agree with. It's good for presenting a difficult change.
 5 The presenter needs to be careful to balance the negative message with a positive one because this will have greater influence.
 6 Tell the audience what is important.
- 6 **patricia:** Andrew thinks she uses a very clear PEEP structure which is appropriate for her main message.
sabine: She uses PEEP with a dream approach which works well because she takes her audience on an imaginary journey and then recaps the main point again at the end.
marcus: He uses a disaster approach but balances it with optimism. At the end, he restates the main point clearly.

Language focus

- 1 1 let's start with 2 For example 3 Also
 4 In particular 5 In addition 6 And so
 2 a 1 b 2 c 3,4,5 d 6
 3 2 analyse 3 recommending 4 remind 5 outline
 4 What I'm saying is that... What I'm arguing for is... What I'm recommending is that... One thing we must never forget is that... I'd like to remind you that...
 5 2 It is vital that we speed up production to meet demand.
 3 What is essential is that we update our IT system next year.
 4 What I am suggesting is that we open a new sales office in India.

- 5 One thing that we must consider is that the new IT system will be expensive.
- 6 2 So I've explained why
 - 3 as you can see
 - 4 To sum up, I believe this proposal
 - 5 Let's return

5 Using visual aids

- 3 1 Background, Approach, Findings
 - 2 Why so many complaints? Why so many cancellations?
 - 3 4% responded.
 - 4 The region with the difficulties.
 - 5 The survey's findings.
 - 6 '1' represents the response 'not at all likely' and '10' is 'extremely likely'.
 - 7 Overall, customers are fairly likely to recommend QPG.
 - 8 Red and yellow represent the regions with increasing numbers of customers.

5 Andrew mentions the following as being 'good advice':

Designing slides:

Use the Rule of Five; pictures and diagrams are effective; keep graphs and charts simple.

Using visual aids:

Look at the audience; walk up to the screen; don't turn your back on the audience; announce a slide; control when your audience reads the handout.

- 7 Patricia uses the Rule of Five in the first slide but has too many words in the second slide and it could be more visual. Andrew likes her flowchart, graphs and charts. They include the key information and the figures are easy to read with a large font.

In terms of her use of visual aids, Patricia maintains good eye contact. She could improve how she points at the pie chart and how she manages the handouts. She is good at guiding the audience through complex information and explains the graphs well.

Language focus

- 1 1 summarize 2 indicates 3 illustrates / represents 4 break ... down into 5 indicates/illustrates
- 2 1 summarizes 2 indicates 3 represents 4 break 5 illustrates
- 3 2 result/consequence 3 because 4 caused 5 result/consequence 6 due 7 Consequently

4 & 5

↑ increase (verb, noun) rise (verb, noun – not in text), go up (verb)

↓ fall (verb, noun), go down (verb), decrease (verb, noun) decline (verb, noun)

↔ stand at (verb), remain / stay the same (verb), hold steady (verb)

- 6 1 by 2 in 3 from 4 to 5 at

6 Concluding

- 3 1 To give an overview of the background, approach and results of the survey.
 - 2 They looked at specific data and more global feedback.
 - 3 In their handouts.
 - 4 No, he isn't.
 - 5 No, he thinks it's realistic.
 - 6 Streamlining departments and improving and modernizing working practices.
 - 7 Integrating mobile technology and the importance of social networking in relation to their working lives.
 - 8 Yes, the audience can ask her questions.

- 4 1 Why? Because audience attention levels jump high at the end.

How? Announce the ending with a phrase like 'In conclusion' or change your physical position.

- 2 In other words 'tell them what you told them'.

- 3 What is this called? A call for action

Why is it useful? It gives the audience a purpose at the end.

What can you ask them to do? Encourage them to do something, even something small.

- 4 What is this called? Coming full circle.

Why is it useful? It provides a satisfying ending.

- 6 Based on Andrew's feedback, this is the completed analysis form from 5.

Announced the end: Patricia (physically), Marcus (physically), Sabine (verbally)

Recapped their messages: Patricia, Marcus, Sabine

Asked the audience to take action: Patricia (encourages them to read the report), Marcus

Reminded the audience of things said at the beginning: Sabine

Asked for questions: Patricia, Marcus, Sabine

Language focus

- 1 a 7 b 1 c 2 d 5 e 3 f 6 g 4

- 3 1 b Well, I've come to the end of my presentation.

- 2 c My aim was to give you a good overview...; e We have seen how...; g We have also looked at...

- 3 d ... you can study this in further detail in your handouts.

- 4 f Thank you very much for listening.

- 5 a If you'd like to ask me any questions now...

- 4 1 I have reached the end of my presentation.

- 2 That brings me to the end of my talk.

- 3 I have one last thing to say before finishing.

- 4 It is nearly time for me to end my talk.

- 5 That is almost the end of my presentation.

- 5 2 in final 3 return 4 To start 5 At end 6 ending

- 6 1 d 2 e 3 c 4 b 5 a

- 7 1 make 2 take 3 making 4 taking 5 have

7 Handling questions

- 3** 1 **Can't answer:** People didn't answer this question and the findings aren't conclusive.
 2 **No:** The comments were all either negative or neutral and Patricia was presenting an overview of the survey.
 3a **Yes:** But after you have taken action based on the first survey. Then you can assess the success of the changes.
 3b **No:** The findings are conclusive and you can generate too much data with this kind of survey.
- 4** 1 Nothing. Just listen.
 2 Show you are listening by making good eye contact and avoid negative signals (folding your arms).
 3 To check you have understood and to help large audiences where not everyone can hear.
 4 Tell the questioner that they have asked a good question.
 5 It relaxes the nervous questioner and stops you seeming defensive with the aggressive questioners.
 6 To make the questioner feel more comfortable.
 7 No, you only use one or two of the EVE techniques and not with every question.
 8 Brief responses.
 9 When you have to give a lot of explanation.
 10 Be honest. If you can't answer, let them know.
 11 Either answer the questions one-by-one or ask which question they'd like you to answer first and then ask them to remind you of the rest.
- 6** *Listen:* Patricia listens well. She doesn't interrupt and her body language is generally open. The only exception is with Anna, where she is slightly defensive.
Echo / Value / Empathize: Patricia echoes Matt's questions and empathizes with him. She has problems with Anna's question. She echoes Anna's question but she should empathize as well. Her responses are short and not sensitive.
Respond: She handles the final multiple question from Marcus well by separating out the questions.

Language focus

- 1** 1 c 2 b 3 e 4 a 5 d
3 1 c 2 a, b 3 e 4 d
4 f Have I understood you correctly? 1
 g I can understand your concern. 3
 h Let me be sure I've followed you correctly. 1
 i Does that answer your query? 4
 j I can see that would be a problem. 3
 k That's an important point – thanks for raising it. 2
5 1 put up 2 catch 3 clarify 4 repeat it
 5 elaborate
6 **Possible answers**
 1 I take your point about the investment costs but it seems to me that these investments are essential for our long-term survival.
 2 I can see what you mean about staff bonuses but in my view bonuses should be performance-related and only be given when employees have earned them.

- 3 I'm afraid I disagree with your view that we should relocate our factory to Asia. Past experience suggests to me that relocations are generally expensive and cost as much as they save.

8 Bringing it alive!

- 3** 1 Everyone in the room and everyone who works in their teams.
 2 How the company is perceived in the market and on long-term profitability.
 3 Because they were asked a question about their claim to be green on the website. They nearly couldn't answer the question or give examples of how they were a green company.
 4 A new 'green' agenda.
 5 80%
 6 Recycling bins for everything
 7 16,200 megawatts of power per hour per year.
 8 Simple to implement, cost-effective and good for you and our customers.
- 4** **Interaction:** answer a question; raise their hands; discuss an issue in pairs.
Imagination: creating stories; real-life examples or comparisons and analogies; imagine the future or remember the past; rhetorical questions; repeating things three times.
Attitude: use of body language and eye contact; sounding interested; using big language.
- 6** **Interaction:** Richard uses interaction to emphasize the commercial value of being green. He asks the audience a question and gets their views.
Imagination: He stimulates the audience's imagination by telling a story and encourages them to remember the past. Later he asks them to imagine the future. He also uses rhetoric by repeating things three times.
Attitude: He changes position, makes eye contact and sounds as if he means what he says. He also makes use of 'big' language.

Language focus

- 1** 1 had rehearsed 6 came
 2 seemed 7 won
 3 asked 8 'd had
 4 was 9 had nearly lost
 5 didn't know 10 had paid
- 3** **Possible answers**
 1 The potential market for this product is eight million people. That is equivalent to the population of London.
 2 Our company produces one tonne of plastic waste each month. That is equal to the plastic found in 20,000 two-litre drinks bottles.
 3 One wind turbine produces about five million units of electricity a year. That is the same as the energy needed for one thousand households per year.
- 5** 1 d 2 a 3 c 4 e 5 b
6 2 incredibly 3 shocked 4 dreadful 5 unacceptable
 6 absolutely 7 depressing 8 excellent