

10 | A formal presentation

Starting point

- 1 Does your company do market research? If no, why not? If yes, how does it do it?
- 2 How can the Internet help a company do market research? What are the advantages?

Video comprehension

- 3 VIDEO** Watch the video and answer the questions.

- 1 What is the topic of the presentation?
- 2 How many sections does it have?
- 3 Is her presentation clear? Why / why not?
- 4 What were the good points of her presentation?

- 4 VIDEO** Watch the video again. Below are some of the things Patricia said. Listen and decide which section she says them in. Write A, B or C.

Background to the research (B) Conclusion of the presentation (C)

Approach to the research (A)

- 1 So, let's start with a brief description. ____
- 2 I'd like to turn now to ... ____
- 3 I'd be happy for you to email me any further questions. ____
- 4 So, essentially, the purpose of this survey was to answer your questions about ... ____
- 5 Thank you very much for listening. ____
- 6 Thirdly I'll summarise the key findings of the research. ____
- 7 So the key questions the survey needed to answer were ... ____
- 8 So those are all the key results from the survey ... ____

» For more exercises on this video, go to the DVD-ROM.

Speaking

- 5** You are going to give a short presentation to your class. This can be a report on a project, something about your company, or even a hobby. Plan your presentation. Work alone at first. Decide on a topic and think about:

- How you will structure your presentation.
- The language you will use (tenses, useful phrases).
- Take notes to help you remember what to say.

Think of the language Patricia used in each section of her presentation. Look back at exercises 3 and 4 for ideas.

- 6** Improve your plan. Work with a partner. Tell each other:

- The topic of your presentation.
- What you will talk about in each section.

Do you think your plans are clear? Help each other to improve.

- 7** When you have improved your plans, work in small groups. Give your presentation. Your classmates should listen carefully and ask questions at the end.