# KEY PHRASES FOR EFFECTIVE PRESENTATIONS

An effective presentation demands thorough preparation of the content, ensuring that the information is clearly organised, engaging and, more importantly, relevant to needs of the audience. It also requires simple but impactful messages which will create interest and encourage involvement or even 'buy in'.

The English phrases listed below are organised according to the following basic steps and will help you structure your presentation.
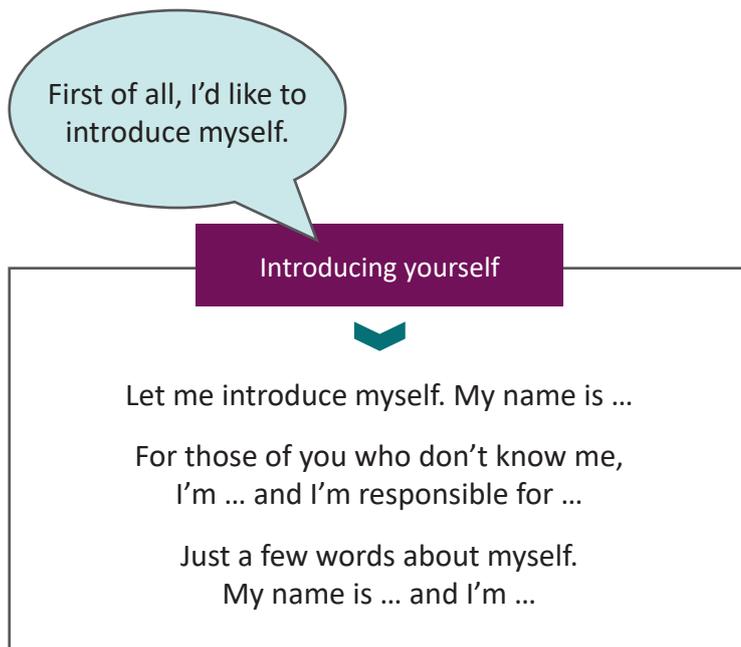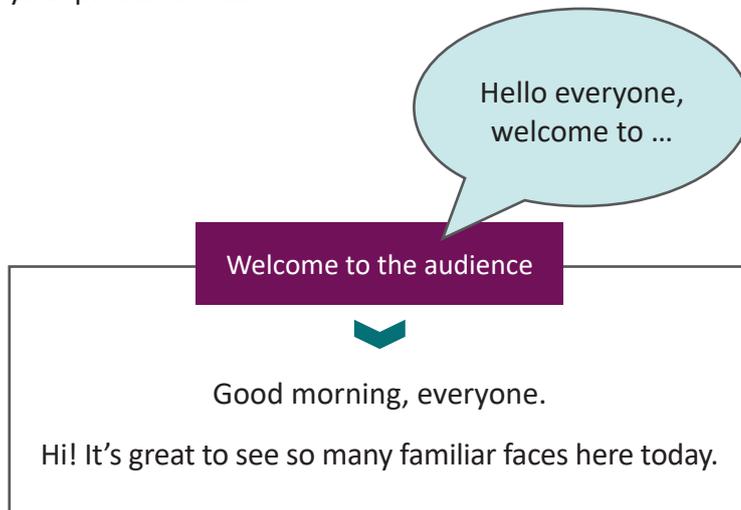
**Basic steps of a presentation**

- Welcome to the audience
- Introduce yourself
- Introduce the topic
- State the objectives
- Outline the structure
- Present main body
- Summarise
- Conclude
- Invite questions
- Wrap up

*Hello everyone, welcome to …*

**Welcome to the audience**

Good morning, everyone.

Hi! It's great to see so many familiar faces here today.

*First of all, I'd like to introduce myself.*

**Introducing yourself**

Let me introduce myself. My name is …

For those of you who don't know me,
I'm … and I'm responsible for …

Just a few words about myself.
My name is … and I'm …

## Introducing the topic

I'd like to talk to you today about …

The topic of today's presentation is …

I'm going to give you an overview of …

I'll be walking you through / talking you through …

## Stating the objectives

What I want to do today is …

My aim is to …

I'm here today to …

By the end of the session, I'd like you to have enough information to make a decision on …

This talk will, hopefully, act as a springboard for discussion.

## Outlining the structure

We can break this topic into three main areas …

Firstly, I'd like to look at …

As you can see from the agenda / outline, I've split this into two key areas.

Firstly, I'd like to look at …

Secondly, I want to explore …

After this / thirdly, I intend to focus on …

Finally / last, but not least, I will discuss …

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

## Asking questions

I'd be happy to take any questions at the end of my presentation.

Please interrupt me if something needs clarifying; otherwise there'll be time for a Q&A session at the end.

I'd like this to be as interactive as possible, so please join in with your comments and questions as we go along.

## Mentioning handouts

There's no need to take notes. I'll send out copies of the slides later.

You'll find a complete set of handouts in the folder / on the table / on your chair.

## Timing

I'll take just 20 minutes of your time.

I plan to talk for 20 minutes and then open it up for discussion.

## Presenting the content

Let's start by looking at …

Now we come to …

That covers …, so let's move onto …

I think that deals with …

This brings me to …

## Referring to visuals

Let's have a look at this graph which shows …

If you look at this diagram, you will see that …

It's pretty clear from these figures that …

What this table shows us is …

## Highlighting or emphasizing important points

As you can see, …

You will note that …

I'd like to draw your attention to the fact that …

I'd like to stress that …

The crucial factor is …

## Digressing

By the way, …

Incidentally, …

Before I move on, I'd just like to mention …

Returning to the point in hand, …

## Summarising

So, let me sum up briefly.

I'll just go over the main points again.

OK, let me leave you with a few thoughts / the key words.

## Concluding

I'd like to conclude by saying …

So, in conclusion, we need to …

I'd like to finish with some recommendations.

## Inviting questions

Are there any (further) questions?

If you have any questions, I'll do my best to answer them.

I'll be happy to answer any questions you have.

So, now I'd be interested to hear your questions / comments.

If there are no further questions, I think we could finish there.

Good point.

That's an interesting question. Thank you.

I'm glad you asked that.

I appreciate what you're saying.

I see what you're getting at.

Sorry, I don't think I have quite understood your question.

I'm not quite sure what you mean.

I'm afraid I don't see the connection / relevance.

I think I answered that earlier.

I don't know off the top of my head. I'll have to get back to you / go away and check.

I'm afraid I can't answer that question at the moment. Can I get back to you (via email)?

I'm sorry, I'm not able to comment on that. It's outside the scope of today's session.

Well, that brings me to the end of my presentation.

Thank you for listening.

**Wrapping up**

Well, that brings me to the end of my presentation. I hope you found it interesting / useful / informative. If you'd like to continue the discussion offline, just get in touch.

Thank you for your attention.

Thanks for listening / coming.

## Tips for getting out of a difficult situation

Sometimes, especially if you are not well prepared, things can get out of hand. You say something which is not correct, forget to mention a key fact or simply panic and rush the whole presentation.

Here are some phrases you can use to get yourself back on track.

| The situation | The solution |
|---|---|
| *I've got the facts wrong!* | Sorry, what I meant to say was this … |
| *I'm speaking too fast, I should go back.* | So, let's recap on that. |
| *I've forgotten to say something.* | Actually, I should just mention one thing. |
| *That was too complicated. I need to make it simple.* | So, basically, what I'm saying is this … |
| *I'm talking nonsense!* | Perhaps I didn't make myself clear. |
| *How do I say that in English?* | Sorry, what's the word / expression? |
| *That's not a good explanation.* | Let me re-phrase that. |
| *I'm running out of time.* | So, just to give you the main points here … |

## Speaking clearly

There are certain common words in English which seem similar to those in your own language. Unfortunately, the stress patterns are often different.

Here are some words for you to practise:

Optional  Problematic  Analytical  Modify

Efficient  Potential  Diversify

Presentation  Collaboration  Recommendation  Strategic
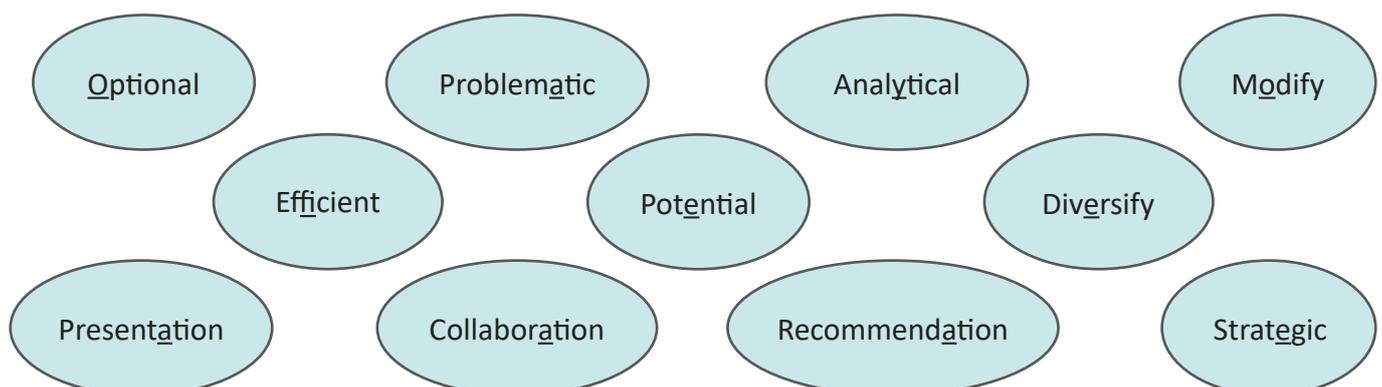
## Practice Exercises

Complete the gaps in these extracts from presentations:

**1** ❭ *Hi everyone, for those who _____ I'm Francesco Di Agostini. I'm _____ sales in the EMEA region. Today I'd like to present the Q3 figures for Germany. Firstly, I'd like to look _____ the top performing sales team.*

**2** ❭ *Before I start, I'd just like to say if you have any questions, please _____ free to _____ at any time. And I'd like this to be as interactive as possible, so please _____ in with your _____ as we go _____.*

**3** ❭ *Let's have a _____ at the results of phase one. The results were quite pleasing but I'd like to _____ your attention _____ the comments made by the engineers regarding scalability.*

**4** ❭ *That's an interesting question. Unfortunately, I don't know the answer _____ the _____ of my head. If you give me your contact details, I'll _____ back _____ you later.*

**5** ❭ *Well, that _____ me _____ the end of my presentation. I hope you _____ it useful. If you'd like to continue the discussion _____, just get in _____.*

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### Phrasal verbs for presentations

Match the phrasal verb with its synonym.

| | |
|---|---|
| 1. Wrap up | a. Cover |
| 2. Look at | b. Lead through, explain |
| 3. Walk through | c. Focus on |
| 4. Deal with | d. Make contact later |
| 5. Get back to | e. Finish, end |