



NEW BUSINESS ENGLISH 4

Unit 4 Lesson 1

Starting a Presentation



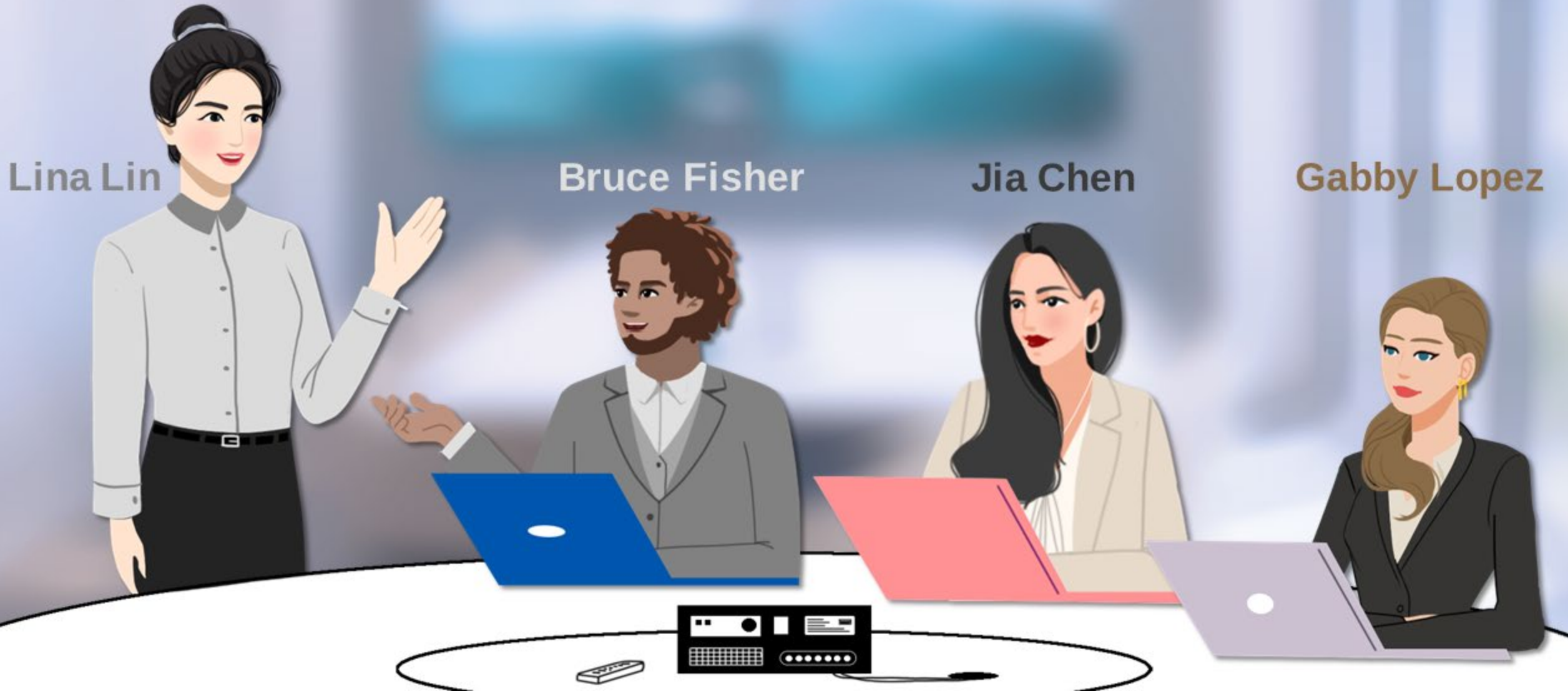
LEARNING GOALS

- ◆ Starting a Presentation
- ◆ Introducing the Topic



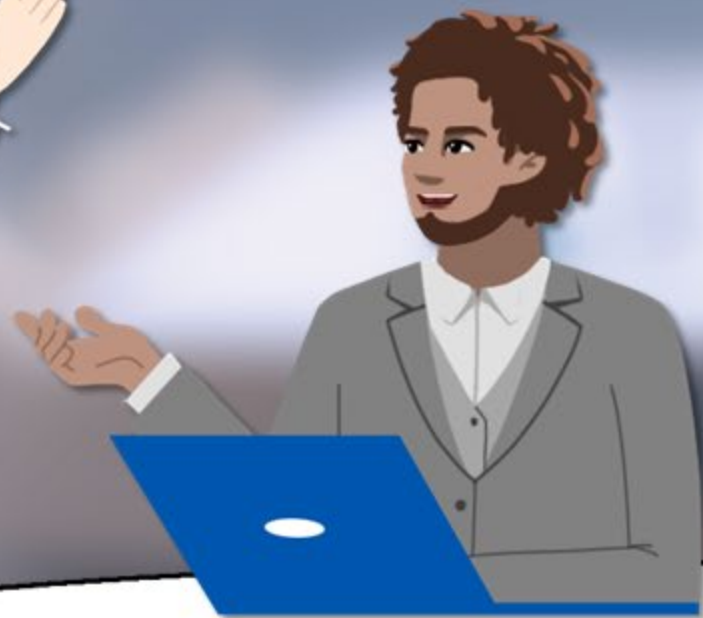
Situational Dialogue

► Lina Lin is going to give a presentation on Social Media Advertising.





Good afternoon, everyone.
I'm Lina Lin from the Media
Department. Thank you all for
taking the time to attend this
presentation.





In the following two hours,
I'm going to share some of
my findings on social media
advertising.



Key Vocabulary

Learn the new words and answer the questions.



presentation

(n.) a formal talk

e.g. Bob is giving a **presentation**.



attend

(v.) be present at (meetings, university), etc.

e.g. It's fun to **attend** a brainstorming session.



share

(v.) have, give, or receive a share of

e.g. We usually **share** food with friends.

Dialogue Review

Have a role play and answer the questions.



Lina Lin is going to give a presentation on Social Media Advertising.

Lina Lin: Good afternoon, everyone. I'm Lina Lin from the Media Department. Thank you all for taking the time to **attend** this **presentation**. In the following two hours, I'm going to **share** some of my findings on social media advertising.

Let's check the learning goals!



Lina Lin is going to give a presentation on Social Media Advertising.



1. Starting a presentation

Lina Lin: Good afternoon, everyone. I'm Lina Lin from the Media Department.

Thank you all for taking the time to attend this presentation.

In the following two hours,

I'm going to share some of my findings on social media advertising.



2. Introducing the topic

Learning Goals

Learn the key expressions and sentence structures.

∴ Starting a Presentation

- I'm ... from ... Thank you all for taking the time to attend this presentation.
- Welcome to my presentation. First of all, let me...

Example sentences:

- Hello, everyone. I'd like, first of all, to thank the organizers of this meeting for inviting me here today.
- Good morning, ladies and gentlemen. Welcome to my presentation. First of all, let me thank you all for coming here today.

What key points should be included in starting a presentation?

Learn the key expressions and sentence structures.

∴ Introducing the Topic

- I would like to talk about ...
- I'm here today to present...
- I'm going to share/ present ...
- The topic of my presentation is ...
- In my presentation, I would like to report on...

Example sentences:

- In the following 30 minutes, I'm going to share last year's sales.

Ways to Introduce a Topic

- **Asking a question**
 - Did you know that ...?
- **Stating a Fact**
 - It is for a fact that...
- **Description**
 - Today's topic is relevant to...

Which way to introduce a topic is the most effective?

Semi-open Dialogue

Please read the situation below and have a role play with your teacher.

Scenario: You are going to give a presentation on customer satisfaction to your leader and co-workers. How will you start the presentation?



∴ You can refer to the following key expressions:

- Welcome to my presentation. First of all, I'd like...
- Good morning, ladies and gentlemen. Thank you for...
- I'm going to share/ present ...
- The topic of my presentation is ...

Learn the steps in preparing a presentation.

⋮ Steps to Prepare a Presentation

- Decide on a topic
- List key points
- Collect the data
- Organize your thoughts
- Practice public speaking



Which step do you think is the most difficult? Why do you think so?

Overview

Keywords and expressions:

presentation/ attend/ share

Welcome to my presentation. First of all, I'd like...

Good morning, ladies and gentlemen. Thank you for...

I'm going to share/ present ...

The topic of my presentation is ...

