

The background of the slide is a photograph of a business meeting. Two people are seated at a table, looking at tablets that display bar and line charts. A coffee cup is on the table. The image is partially covered by a large orange diagonal shape on the left and a dark blue diagonal shape on the right.

NEW BUSINESS ENGLISH 4

Unit 4 Lesson 8

Concluding a Presentation



Review

Assume you had a presentation about the advantages and disadvantages of social media in business.

Requirements:

- *Summarize the advantages and disadvantages.*



LEARNING GOALS

- ◆ Concluding a Presentation
- ◆ Transition Words



Situational Dialogue

▶ Lina Lin is going to conclude her presentation about social media platforms.

Lina Lin



Bruce Fisher



Jia Chen




Gabby Lopez





So, that brings me to the end
of my presentation. I think
I've covered all the points of
this presentation.





In conclusion, we need to know what social media our target customers are using. More importantly, we must make sure what types of ads we can place on these platforms.



Key Vocabulary

Learn the new words and answer the questions.



cover

(v.) to report or write about a particular subject

e.g. She **covers** the important points in her presentation.



target

(n.) the result, level or plans you want to achieve

e.g. He clearly presents the **targets** of the project.



place

(v.) to arrange to have an advertisement, bet, order, etc.

e.g. We can **place** the ads on our official website.

Dialogue Review

Have a role play and answer the questions.



Lina Lin is going to conclude her presentation about social media platforms.

Lina Lin: So, that brings me to the end of my presentation. I think I've **covered** all the points of this presentation. In conclusion, we need to know what social media our **target** customers are using. More importantly, we must make sure what types of ads we can **place** on these platforms.

Let's check the learning goals!



Lina Lin is going to conclude her presentation about social media platforms.



Concluding a Presentation

Lina Lin: **So, that brings me to the end of my presentation.** I think

I've covered all the points of this presentation.

In conclusion, we need to know what social media our target customers are using. **More importantly,** we must make sure what types of ads we can place on these platforms.

Learn the key expressions and sentence structures.

∴ Concluding a Presentation

- That's pretty much it.
- That completes my presentation.
- That covers everything I wanted to say about...

Example sentences:

- Well, that is all I have for today.
- This brings me to the end of my presentation.
- That covers everything I wanted to say about marketing strategies.

Transition Words for Conclusions:

- In short,...
- Overall,...
- In closing,...
- On the whole,...

How do you conclude a presentation?

∴ Concluding a Presentation - Transition Words

1. Conclude the first point

Overall, ... On the whole, ...

In short, ... In conclusion, ...

Example sentences:

- In short, hiring more employees is our next target.
- On the whole, we should improve our customer service.

2. Conclude the second point

Besides, ... What's more, ...

In addition, ... More importantly, ...

Example sentences:

- Besides, improving employees' skills must be the top priority.
- In addition, facilities and equipment should be sufficient.

Which transition words do you commonly use when closing a presentation?

Semi-open Dialogue

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

Scenario: You had a presentation about your company's newly released products.

Conclude your presentation by briefly explaining the key points.



∴ You can refer to the following key expression:

- That covers everything I wanted to say about + noun.
- In short/ Overall/ In conclusion/ On the whole,...
- Besides,/ What's more,/ In addition,...

∴ Effective Conclusions

1. Using questions

- After all, isn't that why we're here?
- If we don't do it, who else will?

3. Referring back to the beginning

- Remember what I said at the beginning of my talk today? Well,...

2. Quoting a well-known person

- To quote a well-known scientist,...
- As... once said,...
- To put it in the words of,...

4. Calling the audience to action

- Now let's go and put it into practice!
- Now let's make a real effort to achieve this goal!



Which of the following conclusions do you think is the most effective? Why do you think so?

Overview

Keywords and expressions:

cover/ target/ place

That's pretty much it.

That completes my presentation.

That covers everything I wanted to say about + noun.

In short/ Overall/ In conclusion/ On the whole, ...

Besides,/ What's more,/ In addition, ...

