# MASTERING PRESENTATION SKILLS

## STRUCTURE OF PRESENTATION





Журнал "Маркетинг і реклама"

#### I. GREETING THE AUDIENCE

Good morning / afternoon.
On behalf of myself and company..., I'd like to welcome you.
Hello! / Hi! Everyone. Nice to see you again. / Good to see you all



**2. INTRODUSING YOURSELF**I'm ... (name, position, company)
My name is

#### 3. ATTRACTING THE AUDIENCE'S TTENTION



 tell a personal story

- offer an amazing fact
- use a quotation
- ask a question
- state a problem

#### 4. INTRODUCING THE TOPIC

Today we will talk about...
My subject today is ...
I'd like to talk to you
about ...

 - I'm going to tell about ...
 -I'm going to tell you about the ideas

we've come up with for ... - I'd like to outline the ... I've developed for you

### 5. AIM OF THE PRESENTATION

- By the end of my presentation, you will have clear idea of ... -By the end of my talk, you will understand how / why ... -I hope, you will understand the importance of ... in vour

### 6. OUTLINING THE STRUCTURE OF YOUR TALK

- There are three parts to my presentation - I've divided my presentation into three parts My presentation is in three sect My talk is ifitstred gives you some basic information - Secondly, I'll talk about ... - Next / Last of all, I want to look at our ...
  - Finally, I'll tell you ...

- I'll start with ...
- Then move on to ...
- And finish with ...

- I'm going to begin by giving you an overview of ... - Then I'll go on to tell you about ... - And finally I'll explain



7.

INFORMATION
 I'd just like to highlight ...
 I'd like to stress the importance of ...

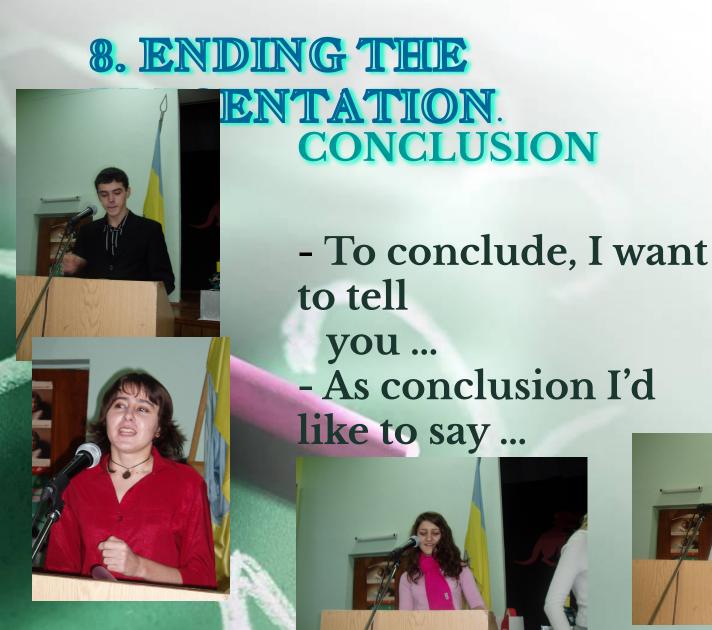
7.2 INTRODUSING NEW INFORMATION - Here's some basic information ...

- Let me add some figures ...
- let's look at some statistics

- What are our strengths?



7.3 REFFERING TO **VISUALS** - Let's look at the chart. - Let me draw your attention to the table. 7.4 COMMENTS - I think that's interesting because ... - I think what this means is ... 7.5 CHANGING UBIECI







#### INVITING QUESTIONS

Are there any questions?
If there is anything you are not clear about, go ahead and ask any questions you want.
If you have any questions, please don't hesitate to ask.







#### See you later! Yours, S.I. Merkulova