

## Presenting your company

### 1) SHOWING SOMEONE AROUND YOUR COMPANY

Work in pairs. Role-play this situation. Student A works at the EBB Bank. Student B works at the Goldcrest Hotel. Take it in turns to show each other around your company. Say what happens in each area and what is happening now.

#### **Student A : EBB Bank**

Area	What happens	What is happening now
Main hall	serve customers	cashier / talk / to a customer
Currency section	exchange foreign currency	customer / change / dollars into euros
Loans section	Assistant Manager arranges loans for customers	Assistant Manager / talk / to a customer on the phone
Manager's office	Manager works	Manager / meet / an important client
Reception desk	staff answer questions from customers	receptionist / listen / to a customer's complaint



*This is the main hall. We serve customers here. At the moment, a cashier is talking to a customer.*

#### **Student B: Goldcrest Hotel**

Area	What happens	What is happening now
Kitchen	prepare and cook meals	chefs / prepare / today's lunch
Restaurant	serve breakfast, lunch and dinner	waiter / clear / the tables
Reception	welcome guests, answer calls	receptionist / talk / to a guest
Gift shop	sell souvenirs	sales assistant / help / a customer
A bedroom	guests stay	maid / clean / the room



*This is the kitchen. We prepare and cook meals here. At the moment, the chefs are preparing today's lunch.*

### 2) STARTING A PRESENTATION

*a) Listen to the start of a presentation. Number these items (a–e) in the order you hear them.*

<input type="checkbox"/>	There are three parts to my presentation. Firstly, ...
<input type="checkbox"/>	By the end of my presentation you will understand clearly our future plans.
<input type="checkbox"/>	Good afternoon, everyone. My name's Ricardo Valdes.
<input type="checkbox"/>	I'd like to talk about our new marketing strategy.
<input type="checkbox"/>	Finally, the details of the costs ...

**b) Listen again. Match the headings (a-e) to the items (1-4) in exercise a.**

☐ a Topic of the talk  
☐ b Aim

☐ c Greeting the audience  
☐ d Plan of the talk

**c) Work in pairs. Prepare an introduction to a presentation.**

**Then introduce the presentation to each other. Choose role A or role B, and use the notes to introduce your presentation. Add any information you wish.**

**Role A**

Topic The launch of your company's new product

Plan **1** The background to the launch  
**2** The features of the new product  
**3** The advertising and marketing plans

Aim To give a clear idea of the sales potential of the product

**Role B**

Topic Your company's new e-mail system

Plan **1** The background  
**2** Why the company needed to change the system  
**3** How to use it and to report faults

Aim To give a clear idea of how the new e-mail system improves communication in the company

**Useful language**

**Greeting**

Good morning / afternoon. I'm ...  
Hello, everyone. Nice to see you again.  
Hi, I'm .... Good to see you all.

**Topic**

My subject today is ...  
I'd like to talk to you about ...  
I'm going to talk about ...  
The subject of my presentation is ...

**Plan**

There are three parts to my presentation.  
My presentation is in three sections.  
Firstly, ...  
Secondly, ... Finally, ...

**Aims**

By the end of my presentation, you will have a clear idea of ...  
By the end of my talk, you will understand how / why ...

**d) Complete these sentences from presentations with the correct preposition**

- 1 I'm going to talk \_\_\_\_\_ Geotel's investment strategy.
- 2 There are four parts \_\_\_\_\_ my presentation.
- 3 My talk is \_\_\_\_\_ three sections.
- 4 \_\_\_\_\_ the end \_\_\_\_\_ my presentation, you will have a clear idea \_\_\_\_\_ our strategy.
- 5 I'd like to talk \_\_\_\_\_ you \_\_\_\_\_ our new marketing strategy.
- 6 The subject \_\_\_\_\_ my presentation is our new e-mail system.
- 7 First, I'll say a few words \_\_\_\_\_ the background \_\_\_\_\_ the launch \_\_\_\_\_ our new product.
- 8 Then I'll describe the features \_\_\_\_\_ the product.

**e) Translation**

Le nouveau service de courriel va améliorer la communication au sein de l'entreprise.

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Le succès du lancement de ce nouveau produit dépend de la qualité de la stratégie de marketing.

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### 3) **PRESENTING YOUR COMPANY**

#### *a) Which of these suggestions do you agree with?*

To make an effective presentation, you should:

1. find out as much as possible about your audience. \_\_\_\_\_
2. introduce yourself (name, position, company). \_\_\_\_\_
3. start with a joke. \_\_\_\_\_
4. outline the structure of your talk. \_\_\_\_\_
5. vary the tone of your voice. \_\_\_\_\_
6. refer to your notes as often as possible. \_\_\_\_\_
7. use clear visual aids. \_\_\_\_\_
8. summarise your main points. \_\_\_\_\_

#### *b) Listen to a presentation about Tara Fashions. Complete the chart*

Where is the head office?	
What does it sell?	
Who are its customers?	
Annual turnover?	
Annual net profits?	
Number of stores: In Spain? In other European cities?	
Strengths?	
Future plans?	

#### *c) Listen again. Which of the suggestions in exercise a) does the speaker follow?*

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### 4) **YOU AND YOUR COMPANY**

#### *a) Background*

You are beginning a training course on giving presentations. The trainer has provided a structure for an introduction. She asks you to introduce yourself and the company you work for. You are all from different parts of the world and different industries.

#### *b) Task*

- 1 Work in small groups. Choose role card A, B or C and read your company profile.
- 2 Prepare an introduction for a presentation about yourself and the company you work for. It should last approximately one minute.
- 3 Make your presentation to the other members of your group Try to answer any questions they ask.
- 4 As a group, decide what you like about each presentation. Why was it interesting?

### Role card A

Position:	Technical Director, Mata Shoe Company
Duties:	<ul style="list-style-type: none"> <li>• in charge of a department of 12 staff</li> <li>• work with design department to create new products</li> <li>• responsible for quality control of products</li> </ul>
Company profile:	<ul style="list-style-type: none"> <li>• one of the biggest shoe manufacturers in Brazil</li> <li>• manufactures shoes under the brand name 'Daniela'</li> <li>• sells in over 20 countries</li> </ul>
Employees:	20,000
Turnover last year:	US\$ 550 million
Profit last year:	US\$ 42.5 million
Plans:	<ul style="list-style-type: none"> <li>• to enter new markets next year</li> <li>• will target Russia and China</li> </ul>

### Role card B

Position:	Sales Representative, Mei Cosmetics
Duties:	<ul style="list-style-type: none"> <li>• visit stores and supermarkets selling a range of beauty products</li> <li>• help to train new sales staff</li> </ul>
Company profile:	<ul style="list-style-type: none"> <li>• manufactures beauty and skin-care products</li> <li>• manufactures equipment for beauty salons</li> <li>• has several shops in Taiwan</li> </ul>
Employees:	750 at its factory and 80 at its head office
Turnover last year:	US\$ 120 million
Profit last year:	US\$ 25 million
Plans:	<ul style="list-style-type: none"> <li>• about to enter the US market</li> <li>• will launch a new perfume next year in Japan</li> </ul>

### Role card C

Position:	Representative, Medi-Care
Duties:	<ul style="list-style-type: none"> <li>• organise campaigns to promote the work of Medi-Care</li> <li>• try to get doctors and other medical staff to work in developing countries</li> <li>• place advertisements in newspapers</li> <li>• give talks about the organisation to young people and often appear on radio and television programmes</li> </ul>
Company profile:	<ul style="list-style-type: none"> <li>• international reputation</li> <li>• non-profit-making organisation</li> <li>• have several campaigns each year in different countries</li> <li>• governments and big companies give money to your organisation</li> </ul>
Employees:	10 full-time employees in your office
Income last year:	US\$ 10.8 million
Plans:	<ul style="list-style-type: none"> <li>• to contact famous people (e.g. actors and music stars) to be in a new advertising campaign for Medi-Care</li> </ul>

### c) Structure for introduction

A Greeting : Your name, Your nationality, Your position

B Topic: Your company

C Plan: Company products or services, Important figures: number of employees, turnover, profits, Your duties

### d) Writing

You are a representative of your company. Write a short profile of the company. Include some of the information from the introduction to your presentation.