

Week 7

Presenting your company

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

3	There are three parts to my presentation. Firstly, ...
5	By the end of my presentation you will understand clearly our future plans.
1	Good afternoon, everyone. My name's Ricardo Valdes.
2	I'd like to talk about our new marketing strategy.
4	Finally, the details of the costs ...

- Good afternoon, everyone. My name's Ricardo Valdes. I'd like to talk about our new marketing strategy. There are three parts to my presentation. Firstly, the background to the strategy. Secondly, how we want to change our current operations. Finally, the details of the costs and the effect of the change on staff. By the end of my presentation you will understand clearly our future plans.



4	a Topic of the talk I'd like to talk about our new marketing strategy.	3	c Greeting the audience Good afternoon, everyone. My name's Ricardo Valdes.
2	b Aim By the end of my presentation you will understand clearly our future plans.	1, 5	d Plan of the talk There are three parts to my presentation. Firstly, ... Finally, the details of the costs ...

Complete these sentences from presentations with the correct preposition

1 I'm going to talk _about_ Geotel's investment strategy.

2 There are four parts ____to____ my presentation.

3 My talk is __in____ three sections.

4 __By____ the end____ of____ my presentation, you will have a clear idea____ of____ our strategy.

5 I'd like to talk __to_ you __about____ our new marketing strategy.

6 The subject __of____ my presentation is our new e-mail system.

7 First, I'll say a few words __about/on____ the background____ to____ the launch __of____ our new product.

8 Then I'll describe the features____ of____ the product.

Translation

- Le nouveau service de courriel va améliorer la communication au sein de l'entreprise.
- *the new e-mail service is going to improve communication within the company*
- Le succès du lancement de ce nouveau produit dépend de la qualité de la stratégie de marketing.
- *the success of the launch of that new product depends on the quality of the marketing strategy*

PRESENTING YOUR COMPANY

Which of these suggestions do you agree with?

To make an effective presentation, you should:

outline the structure of your talk.

→ in the English-speaking world, this is a fairly normal procedure. It certainly helps people to structure their presentations in this way.

vary the tone of your voice.

→ includes stress (putting emphasis on particular syllables and words), volume (loudness) and intonation (rise and fall of the voice). These should be varied but, at the same time, don't overdo it!

refer to your notes as often as possible

→ Don't bury your nose in your notes and don't write out a complete script.

use clear visual aids

→ Good idea, but don't overdo it and use too many. Don't overcrowd the visuals with too much information.

summarise your main points.



Where is the head office?	Cordoba, Spain
What does it sell?	Clothes
Who are its customers?	Fashion-conscious men and women aged 20-35
Annual turnover?	€260 million
Annual net profits?	€16 million
Number of stores: In Spain? In other European cities?	15 14 (5 new stores next year)
Strengths?	Can bring out new designs very quickly Designs sold at right price
Future plans?	New store in New York next year

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



- The speaker uses suggestions 2(introduce yourself name, position, company), 4 (outline the structure of your talk) and 5(vary the tone of your voice). She may also use 1 (find out as much as possible about your audience) and 7(use clear visual aids), but you can't tell from the recording.

Good morning, everyone. Thanks for coming to my presentation. My name is Martha Rodriguez. I am Personnel Director of Tara Fashions. I am going to talk to you today about our company. **First**, I'll give you some basic information about Tara Fashions. Then I'll talk about our overseas stores. After that I'll outline the strengths of the company. Next, I'll talk about career opportunities with Tara. And finally I'll mention our future plans. I'll be pleased to answer my questions at the end of my talk. Let me start with some basic facts about Tara. The company started in **1978**. We are a family-owned business and our head office is in Cordoba, Spain. We sell clothes for men and women, and our customers are mainly fashion-conscious people aged **20** to **35**. We have **15** stores in Spain. All the stores are very profitable. Right, those are the basic facts.

Let me add a few figures. We have an annual turnover of about **€260 million**. Our net profits last year were approximately **€16 million**. We have workforce of just over **2,000** employees. So those are the numbers. Now about our overseas stores. We have **4** large stores in France and another **10** in other European countries. We are planning to open **5** new stores next year. What are our strengths? We keep up with fashion trends. If we spot a trend, we can bring out a new design in **15** days. And we get it to the stores very quickly. We deliver to stores **twice** a week. And we sell our designs at the right price.

Ok, now what about career opportunities? It's quite simple. If you are ambitious and fashion-conscious, we have opportunities in all areas of our business. We will welcome you with open arms.

Finally, a few words about our new project. We are planning to open a new store in New York next year – on **Fifth** Avenue. This will give us a foothold in the US market. We're very excited about this new development.

Well, thanks very much for listening to my talk. Are there any questions?

- Nous avons l'intention de mettre un pied sur le marché américain pour nous tenir au courant des tendances de la mode.
- We are planning to get a foothold in the US market in order to keep up with fashion trends
- Tara est une entreprise familiale dont le siège est à Cordoue mais qui possède une quinzaine de magasins en Europe.
- Tara is a family-owned business whose head office is in Cordoba but which owns about fifteen stores in Europe.
- Si vous vous intéressez à la mode et que vous êtes ambitieux, vous aurez des possibilités de carrière chez nous.
- If you are fashion-conscious and ambitious, you will get career opportunities with us.

- She said her name was Martha Rodriguez. She said she was Personnel Director of Tara Fashions. She added she was going to talk to us that day about their company. She said she would give us some basic information about Tara Fashions and that she would then talk about their overseas stores. She said that after that she would outline the strengths of the company. She said she would next talk about career opportunities with Tara and that she would finally mention their future plans. She concluded saying that she would be pleased to answer our questions at the end of her talk.

YOU AND YOUR COMPANY

- You are at a training course. You are going to introduce yourselves and your company.
- What would you need to include about yourself and your company in a presentation?
 - name
 - Company name
 - Job title
 - Number of employees
 - Products
 - Turnover
 - Profits

Which other words could you use to

- start the first part of your presentation:
first, firstly, first of all, first things first, to begin with, in the first place, for a start, first and foremost...
- start the second part of you presentation:
then, next, secondly
- start the last part of your presentation: finally, thirdly, lastly, eventually
- Conclude all in all, to conclude, as a conclusion

Write in full letters the following figures

20,000 employees twenty thousand employees

US\$ 550 million five hundred and fifty million dollars

US\$ 42.5 million forty-two point five million dollars

750 employees seven hundred and fifty employees

US\$ 120 million one hundred and twenty million dollars

US\$ 25 million twenty five million dollars

US\$ 10.8 million ten point eight million dollars

Ask the relevant questions

- I will be in charge of a department of 12 staff

What will you be in charge of?

- Last year our turnover was US\$ 550 million

What was your turnover last year?

- We are planning to enter the US market

Which market are you planning to enter?

- We have 10 full-time employees in our office

How many full-time employees do you have in your office?