**BE42: Companies: Presentation Skills**

**A:** What sort of presentations have you given? How did you feel?

**B:** Listening: 1.22 Listen to the beginning of a presentation by Robert Pullin, Director of Human Resources at DCV Fashions, and answer these questions.

1 What is the main aim of the presenter? 2 What kind of audience is he probably addressing?

**C:** Listening: 1.22 Listen again and complete this paragraph .

\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I'll give you some basic information about DCV Fashions. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I'll explain why we've been so successful in the fashion industry. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I'll tell you about our mission statement. This describes what we're all about, why we're in business. And \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I'll explain how we communicate with people through our advertising and promotion.

**D:** Practise giving an introduction about your own company or one which you know well.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**DCV Fashions**

Head office

Products

Turnover

(last year)

Profits

(last year)

Reasons for

success

Advertising

and promotion

**E:** Listening: 1.23 Listen to the rest of the presentation. Complete the information

**F:** Number these phrases which introduce different sections of the presentation in

the order in which they appear.

a) Moving on now to our mission \_\_\_\_\_\_\_

b) Finally, a word about \_\_\_\_\_\_\_

c) Thanks very much for listening \_\_\_\_\_\_\_

d) OK, some basic facts \_\_\_\_\_\_\_

e) What's the key to our success? \_\_\_\_\_\_\_

**G:** Choose one of these topics.

• Think about your company or a company you know. Study the Useful language box below, and use the headings in the chart in Exercise E to help you prepare a presentation about it.

• Use the facts provided on page 133 to make a presentation about

Moda International Fashion Group (MI FG).

Make your presentation and answer some questions about your presentation.

Your audience is a group of young people from a fashion college.

**USEFUL LANGUAGE**

**INTRODUCING YOURSELF**

*Hello everyone, my name's Robert Pullin. I'm Director of Human Resources at DCV Fashions.*

*Good morning, I'm Robert Pullin, Director of Human Resources, DCV Fashions.*

**STATING YOUR AIM**

*My purpose today is to talk to you about our company.*

*Today, I'd like to talk about our new projects.*

**OUTLINING THE PRESENTATION CHANGING TO A NEW SECTION OF THE TALK**

*First, I'll give you some basic information. Moving on now to our mission.*

*Next, I'll talk about our products. OK/ Right. What about our distribution system?*

*Then, I'll discuss the reasons for our success.* **ENDING THE PRESENTATION**

*Finally, I'll tell you about our advertising and marketing*. *Thanks very much for listening to my presentation.*

**INTRODUCING NEW IN FORMATION** *Thanks for coming to my talk.*

*Here are some basic facts. Are there any questions?*

*Here are some key facts about our company.*