

How to Give a Business Presentation in English



A Guide for International Professionals



English and Culture
Tutoring Services

English Lessons Designed for You

Are you preparing for a business presentation in English?



Presenting in English can be a challenge! We created this guide for international business professionals who need to deliver presentations in English. We will show you how to plan your presentation and we will introduce key vocabulary words and phrases to use in the beginning, middle and the end of your presentation. Will your presentation style be effective in United States culture? In this guide, we will show you how to plan your presentation based on what works with audiences in the United States.

Let's get started!

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Part 1: Planning the Presentation

Ask yourself these questions



1. What is your goal? Do you want to persuade your audience to buy a product or service? Would you like to teach them how to do something? Are you trying to inform them or update them on recent events?
2. What is the title of the presentation? This should be based on your goal.
3. Who will be your audience? How much do they already know about the topic? What do you want them to do with the information?
4. What will be the main point that you want to communicate to your audience? You should decide this now so that you can plan the entire presentation based on this point.

5. What will happen at the end of the presentation? Will the audience ask questions?

Practical Issues to Consider



1. Location of the presentation: What is the size of the room? Will the audience be standing or sitting?
2. Materials/Equipment: Do you need a laptop for PowerPoint? Whiteboard and markers?
3. Timing: What is your time limit? At what time of day will the presentation take place?

4. Professional Appearance: What will you wear? Every company is different, but when you are giving a business presentation in the United States, it is a good idea to present yourself professionally.



Part 2: The Introduction

Setting the Tone



1. The opening:

“Hi everyone, thank you for coming”

“Shall we get started?”

“Let’s begin”

“Let’s get the ball rolling” (casual American English idiom)

“Ladies and gentlemen, thank you very much for coming today”

“Good afternoon folks”

“Good morning everyone”

2. Introduce yourself and the title and topic of your presentation:

“My name is _____ and I work in the sales office in New York. I have been asked to come here today to speak about intercultural communication”

“I am the marketing manager here at company name and I would like to speak about social media marketing today”

“I am a representative of company name and I have come here today to speak about presentation topic”

3. Involve your audience and find out what they know:

*Cultural note- in the US, it is good to get your audience involved in the beginning of the presentation and relate the topic directly to their lives.

“Perhaps you are already aware that...”

“You may be wondering...”

“Have you ever heard of _____?”

“How many of you know _____?”

4. State your goals and objectives:

“My goal today is to help you understand _____”

“Today I would like to communicate my opinion on _____”

“In this presentation, I will show you how to _____”

“My objective today is to demonstrate _____”

“I have prepared this presentation to introduce _____”



5. Explain your plan for the presentation:

“First, I will present some simple vocabulary and definitions”

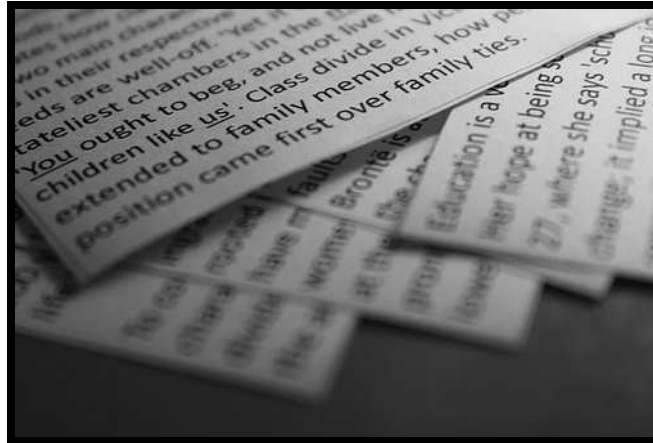
“Then, I will explain _____”

“In the next section, I would like to show_____”

“Finally, I am going to ask you to take part in a demonstration”



Part 3: The Main Body of the Presentation



6. Give an example:

“For instance...”

“To illustrate this...”

“For example...”

“To show you what I mean, let’s take a look at this example...”

7. To summarize a main point:

“To summarize what we have just talked about”

“The most important point to remember is...”

“To recap what we’ve gone over so far...”

“In short....”

8. To quote an expert or a professional:

“In the words of name of professional”

“According to name of professional”

“As name of professional has said”



9. To discuss something that you mentioned earlier:

“As you already know...”

“As I mentioned before...”

“Earlier, I discussed ...”

“As we saw earlier...”



Part 4: The Conclusion

10. Summarize your main points:

“As we have seen today...”

“To summarize what we have talked about today...”

“Today I have discussed...”

“In conclusion...”

“To sum up...”



11. Give your audience a call to action:

“So I’d like to suggest...”

“Based on the information that I have presented today, I propose...”

“Now that you know more about topic of presentation, I encourage you to...”

12. Invite questions and comments from the audience:

“At this point I would be happy to answer any questions.”

“What questions do you have?”

“If there are any questions, feel free to ask now.”

“Thank you very much for listening. Does anyone have a question or comment? ”

“Questions anyone?” (casual)



Part 5: Presenting in American Culture



Now you have all of the vocabulary words and phrases that you need to deliver a presentation in English and you are ready to get started. But wait! You should consider culture if you want to deliver a successful presentation. American audiences are likely to have different expectations regarding timing, structure and audience involvement. Read these final tips to make your presentation a success in the United States.

Presenting an argument or making a point:

Neil Payne, director of [Kwintessential](http://Kwintessential.com), commented that Americans and Europeans have a very different style of presenting an argument. Europeans like to present facts and ideas that gradually establish credibility and lead to a final

argument or point at the end of the presentation. In contrast a lot of Americans from the United States like to state their point or argument at the beginning, then present evidence to support it throughout the presentation.

Involving the Audience:

It is typical in the United States to clap after most presentations to thank the presenter for his or her contribution. If you are from another culture, you may not anticipate clapping so it is good to be aware.

A successful presentation in the US engages the audience. It is very typical for Americans to try to get involved if they are interested in the topic by asking the presenter questions. You should anticipate this and allow extra time for questions and answers at the end.

Timing:

In the US, timing for a presentation is usually very structured. There is a certain amount of time dedicated to the presentation and a certain amount of time

determined for questions, comments and networking and socializing at the end. Some cultures may have a more flexible view of the presentation time. If you are from a culture that does not follow strict time schedules during presentations, you should be aware that the style in the US is different and ask your supervisor about time restrictions.



This guide was created by English and Culture Tutoring Services. If you would like more information about our customized English lessons and cultural training services in Boston and New York, please contact us at info@englishandculture.com or visit us online at www.englishandculture.com

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