

### Introduction

#### **Welcoming the audience**

Good morning / afternoon, ladies and gentlemen.  
Hello / Hi everyone.  
First of all, let me thank you all for coming here today.  
It's a pleasure to welcome you today.  
I'm happy / delighted that so many of you could make it today.  
It's good to see you all here.



#### **Introducing yourself**

Let me introduce myself. I'm Ann Brown from ...  
For those of you who don't know me, my name is ...  
Let me just start by introducing myself. My name is ...

#### **Giving your position, function, department, company**

As some of you know, I'm the purchasing manager.  
I'm the key account manager here and am responsible for ...  
I'm here in my function as the head of ...  
I'm the project manager in charge of ...

#### **Introducing your topic**

What I'd like to present to you today is ...  
I'm here today to present ...  
Today's topic is ...  
The subject / topic of my presentation is ...  
In my presentation I would like to report on ...  
In my talk I'll tell you about ...  
Today I'm going to talk about ...  
I'll be talking about ...

#### **Saying why your topic is relevant for your audience**

Today's topic is of particular interest to those of you / us who ...  
My talk is particularly relevant to those of us who ...  
My topic is / will be very important for you because ...  
By the end of this talk you will be familiar with ...

#### **Stating your purpose**

The purpose / objective / aim of this presentation is to ...  
Our goal is to determine how / the best way to ...  
What I want to show you is ...  
My objective is to ...  
Today I'd like to give you an overview of ...  
Today I'll be showing you / reporting on ...  
I'd like to update you on / inform you about ...  
During the next few hours we'll be ...

#### **Structuring**

I've divided my presentation into three (main) parts.  
In my presentation I'll focus on three major issues.

#### **Sequencing**

Point one deals with ..., point two ..., and point three ...  
First, I'll be looking at ..., second ..., and third ...  
I'll begin / start off by ... Then I'll move on to ...  
Then / Next / After that ...  
I'll end with ...

#### **Timing**

My presentation will take about 30 minutes.  
It will take about 20 minutes to cover these issues.  
This won't take more than ...

#### **Handouts**

Does everybody have a handout / brochure / copy of the report? Please take one and pass them on.  
Don't worry about taking notes. I've put all the important statistics on a handout for you.  
I'll be handing out copies of the slides at the end of my talk.  
I can email the PowerPoint presentation to anybody who wants it.

#### **Questions**

There will be time for questions after my presentation.  
We will have about 10 minutes for questions in the question and answer period.  
If you have any questions, feel free to interrupt me at any time.  
Feel free to ask questions at any time during my talk.

### Effective openings

#### **Rhetorical questions**

Is market research important for brand development?  
Do we really need quality assurance?

#### **Interesting facts**

According to an article I read recently, ...

Did you know that ... ?  
I'd like to share an amazing fact / figure with you.

#### **Stories and anecdotes**

I remember when I attended a meeting in Paris, ...  
At a conference in Madrid, I was once asked the following question: ...  
Let me tell you what happened to me ...

#### **Problem to think about**

Suppose you wanted to ... . How would you go about it?  
Imagine you had to ... . What would be your first step?

### Going back

As I said / mentioned earlier, ...  
Let me come back to what I said before ...  
Let's go back to what we were discussing earlier.  
As I've already explained, ...  
As I pointed out in the first section, ...



### The middle/main part

#### **Saying what is coming**

In this part of my presentation, I'd like to talk about ...  
So, let me first give you a brief overview.

#### **Indicating the end of a section**

This brings me to the end of my first point.  
So much for point two.  
So, that's the background on ...  
That's all I wanted to say about ...

#### **Summarizing a point**

Before I move on, I'd like to recap the main points.  
Let me briefly summarize the main issues.  
I'd like to summarize what I've said so far ...

#### **Moving to the next point**

This leads directly to my next point.  
This brings us to the next question.  
Let's now move on / turn to ...  
After examining this point, let's turn to ...  
Let's now take a look at ...

### Referring to other points

I have a question in connection with / concerning payment.  
There are a few problems regarding the quality.  
With respect / regard to planning, we need more background information.  
According to the survey, our customer service needs reviewing.

### Adding ideas

In addition to this, I'd like to say that our IT business is going very well.  
Moreover / Furthermore, there are other interesting facts we should take a look at.  
Apart from being too expensive, this model is too big.

### Talking about (difficult) issues

I think we first need to identify the problem.  
Of course we'll have to clarify a few points before we start.  
We will have to deal with the problem of increasing prices.  
How shall we cope with unfair business practices?  
The question is: why don't we tackle the distribution problems?  
If we don't solve this problem now, we'll get / run into serious trouble soon.  
We will have to take care of this problem now.  
We are currently having difficulties with ...

**Rhetorical questions**

What conclusion can we draw from this?  
So, what does this mean?  
So, just how good are the results?  
So, how are we going to deal with this increase?  
So, where do we go from here?  
Why do I say that? Because ...  
Do we really want to miss this opportunity to ...?

**Conclusion**

**Indicating the end of your talk**

I'm now approaching / nearing the end of my presentation.  
Well, this brings me to the end of my presentation.  
That covers just about everything I wanted to say about ...  
OK, I think that's everything I wanted to say about ...  
As a final point, I'd like to ...  
Finally, I'd like to highlight one key issue.

**Summarizing points**

Before I stop, let me go over the key issues again.  
Just to summarize the main points of my talk ...  
I'd like to run through my main points again ...  
To conclude / In conclusion, I'd like to ...  
To sum up (then), we ...

**Making recommendations**

We'd suggest ...  
We therefore (strongly) recommend that ...  
In my opinion, we should ...  
Based on the figures we have, I'm quite certain that ...

**Inviting questions**

Are there any questions?  
We just have time for a few questions.  
And now I'll be happy to answer any questions you may have.

**Effective Conclusions**

**Quoting a well-known person**

As ... once said, ...  
To quote a well-known businessman, ...  
To put it in the words of ...

**Referring back to the beginning**

Remember what I said at the beginning of my talk today?  
Let me just go back to the story I told you earlier.  
Remember, ...

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