

Second Semester -2023-  
2024

# Business Language

Faculty of Business and Economics

## Chapter 1 – Section 1

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# Chapter-1



# Business Presentations and Public Speaking in English

# **Business Presentations & Public Speaking in English**

A presentation is a formal talk to one or more people that "presents" ideas or information in a clear, structured way. People are sometimes afraid of speaking in public, but if you follow a few simple rules, giving a presentation is actually very easy. This tutorial guides you through each stage of giving a presentation in English, from the initial preparation to the conclusion and questions and answers. This tutorial is itself set out like a mini-presentation.

**John Herzig, Teacher, USA**

1. Introduction
2. Preparation
3. Equipment
4. Delivery
5. Language
6. The Presentation
7. Review
8. Test

## **Introduction**

All presentations have a common objective. People give presentations because they want to communicate in order to:

- **inform**
- **train**
- **persuade**
- **sell**
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A successful presentation is one of the most effective ways of communicating your message. And because English is so widely used in international business, a working knowledge of the vocabulary and techniques used in an English language presentation is a valuable asset.

**We will start by exploring:**  
the importance of preparation.  
After that, we will consider  
what equipment to use.  
Then we will look at  
how to "deliver" a presentation.  
After delivery, we will examine  
the language of presentations,  
before moving on to  
the presentation itself.  
Finally, we will conclude with  
a review of what we have covered.  
Afterwards, you will be invited to  
take a test and ask questions.

## **Preparation**

Can you name the **3 most important things** when giving any presentation?

Number 1 is . . . **Preparation**

Number 2 is . . . **Preparation!**

Number 3 is . . . **Preparation!!**

 Preparation is everything!

With good preparation and planning you will be totally **confident** and less nervous. And your audience will **feel** your confidence. Your audience, too, will be confident. They will be confident in **you**. And this will give you **control**. Control of your audience and of your presentation. With control, you will be 'in charge' and your audience will **listen positively to your message**.

## **Objective**

Before you start to prepare a presentation, you should ask yourself: "**Why** am I making this presentation?" Do you need to inform, to persuade, to train or to sell? Your objective should be clear in your

mind. If it is not clear in your mind, it cannot possibly be clear to your audience.

## **Audience**

"**Who** am I making this presentation to?" Sometimes this will be obvious, but not always. You should try to inform yourself. How many people? Who are they? Business people? Professional people? Political people? Experts or non-experts? Will it be a small, intimate group of 4 colleagues or a large gathering of 400 competitors? How much do they know already and what will they expect from you?

## **Venue**

"**Where** am I making this presentation?" In a small hotel meeting-room or a large conference hall? What facilities and equipment are available? What are the seating arrangements?

## **Time and length**

"**When** am I making this presentation and how long will it be?" Will it be 5 minutes or 1 hour? Just before lunch, when your audience will be hungry, or just after lunch, when your audience will be sleepy?

## **Method**

"**How** should I make this presentation?" What approach should you use? Formal or informal? Lots of visual aids or only a few? Will you include some anecdotes and humour for variety?

## **Content**

"**What** should I say?" Now you must decide exactly what you want to say. First, you should brainstorm your ideas. You will no doubt discover many ideas that you want to include in your presentation. But you must be selective. You should include only information that is relevant to your audience and your objective. You should exclude all other ideas. You also need to create a title for your presentation (if you have not already been given a title). The title will help you to focus on the subject. And you will prepare your visual aids, if you have decided to

use them. But remember, in general, less is better than more (a little is better than a lot). You can always give additional information during the questions after the presentation.