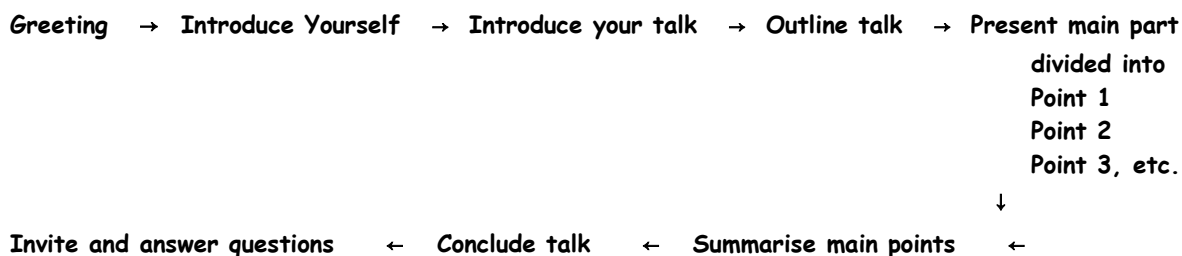


# Structuring your presentation

## The Classical model:



## The Introduction

**Remember:** First impressions count; so let the audience see your best qualities.

In particular try to be:

- Organised* make the plan of your talk "transparent"
- Human* make some reference to the immediate situation, and relax
- Fluent* learn this part perfectly
- Brief* the audience have come for the information

## Here are some phrases you can use to introduce yourself and your talk:

Good morning/afternoon/evening, ladies and gentlemen/ colleagues.

My name is ... and I am marketing director of ... / May I introduce myself; my name is ...

Ladies and gentlemen, I'd like to welcome you to my presentation on ...

I'd like to ...

say a few words to you today about ...

talk to you today about ...

explain to you today the operation of ...

I have been asked to talk to you today about ...

I have the pleasure/honour to talk to you today about ...

I shall take about 15 minutes of your time.

I aim to talk to you for about 15 minutes.

This will take about half an hour.

I've divided my talk into five main parts.

The subject can be looked at under five headings.

During my talk I'll be looking at five main areas.

If you have any questions, please feel free to interrupt.

If you have any questions, I'll be glad to try and answer them at the end of my talk.

To start/begin with, then, I'd like to consider ...

