

# The Presentation

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# The Presentation

by Andy Boon

Book 3

Pocket Reader Series

SAMPLE

Halico  
CREATIVE EDUCATION

## Pocket Readers Overview

The 10-book business reader series tells the story of your first year working in the product marketing department of *ABC Convenience Stores*. The series looks at skills and strategies for being successful in interviews, the first week on the job, giving presentations, taking part in meetings, writing emails, entertaining business clients, going overseas on business, dealing with office conflict, launching new products, and mentoring new staff.

# The Presentation

1. The Beginning	..... 4
2. Unsuccessful: - The Rehearsal	..... 7
3. Successful: - The Second Rehearsal	..... 30
4. Successful: - The Presentation	..... 31
5. Language Focus & Tasks	..... 54

## 1. The Beginning

The story begins with you. You are going to give a presentation in a few days. It will be your first presentation in your new job in the product marketing department of *ABC Convenience Stores*. The aim of the presentation is to explain the **launch** of a new range of sandwiches. This will be a new **partnership deal** between the very famous fast food chain store, *Underground Sandwiches* and your company, *ABC Convenience Stores*. You will begin to sell ten of their most popular sandwiches in your stores.

Your presentation will be attended by the deputy director and director

of *ABC Convenience Stores* and the sales manager and marketing manager of *Underground Sandwiches*. You will have twenty minutes to explain the launch and the partnership deal to your **audience**.

As this is very important, you will give a **rehearsal** of your presentation on Wednesday to Ms. Igarashi, who is in charge of partner marketing, and Ms. Tanaka, your supervisor. They will listen to your presentation. They will then give you **feedback** on it. They will tell you if you make any mistakes. You can make changes to your presentation on Thursday. The real presentation is then scheduled for Friday afternoon.

Today is Tuesday. You are worried about the presentation. You spend time making your PowerPoint slides. You spend time thinking about what you will say. You spend time practicing your presentation.

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## 2. Wednesday: The Rehearsal

You enter the meeting room. There is a computer, a projector, a projector screen, a table, and several chairs. You download your PowerPoint slides onto the computer. You click on the file. Then, you click ‘Slide Show’ and ‘Play from Start.’

You are ready. Ms. Igarashi and Ms. Tanaka enter the room about five minutes later. They sit down and open their notepads.

“Hi. Good morning. We are looking forward to seeing your presentation today. Are you ready to begin?” Ms. Igarashi says.



“Good morning. Yes, maybe. Err... I think so,” you reply.

“Okay. Good!” Ms. Igarashi says, “As this is a rehearsal, we will stop you if we have any comments. Please start.”

You begin your presentation.

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## 2.1 The First Mistakes

“Hi. Err... Good morning. My name is *[Your name]*. I am a member of the product marketing team, here at *ABC Convenience Stores*. Today, I’m going to talk about....”

Suddenly, you forget what you want to say. You look down at the table. You pick up your notes. “Sorry, I’m not very prepared for this,” you explain to your audience. You read from your notes. “Today, I’m going to talk about... err... the partnership deal between ourselves and *Underground Sandwiches*. We are very excited about the err...the launch of ten new....”

“Stop!” Ms. Igarashi says. She raises her hand in the air. “There are two things you did wrong there. Number one. Never say ‘sorry’ at the start of your presentation. It is really unprofessional. You HAVE to be prepared.”

“Okay, sorry,” you say.

“You said sorry again!” Ms. Igarashi smiles. “Number two. You cannot read your presentation from your notes. You need to remember what you are going to say. You need to look at your audience. Look at their faces. You need to have good eye contact. Reading is also very unprofessional.”

## 5. Language Focus and Tasks

### 5.1 Vocabulary #1

Read the following sentences. What do you think the words in bold mean?

1. We are going to **launch** ten new sandwiches in our stores next month.

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2. This will be a **partnership deal** between *Underground Sandwiches* and *ABC Convenience Stores*.

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## 5.2 Vocabulary #2

Read the definitions to the words. Did you guess the meanings of the words correctly?

<b>Launch:</b>	(Verb) To start selling a new product.
<b>Partnership deal:</b>	(Noun phrase) An agreement made between two companies.
<b>Audience:</b>	(Noun) The group of people watching / listening to a presentation.
<b>Rehearsal:</b>	(Noun) A practice.
<b>Feedback:</b>	(Noun) Information about how good or bad something is and how to improve it.
<b>Clicker:</b>	(Noun) A remote control used to change slides when presenting.

## 5.3 Useful Language:

### 1. Introducing Yourself.

Hi, Good morning. My name is *[Your name]*. I am a member of the product marketing team here at *ABC Convenience Stores*. Today, I would like to talk about...

### 2. Giving an Overview.

My presentation today is in four parts. First, I will begin with the 10 sandwiches we will sell. Next, I'll move on to projected sales forecasts. Then, I will discuss SWOT. Finally, I will tell you about our promotion.

## 5.4 Reflection Questions

1. What did the new employee at *ABC Convenience Stores* do wrong in the presentation rehearsal?
2. How did the new employee give a successful presentation to the sales manager and marketing manager of *Underground Sandwiches*?
3. Look back at the presentation. How would you give a presentation about the launch of a new product?
4. Talk to a friend. What things could you do to make your presentation successful?

## Pocket Readers - Business Series

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