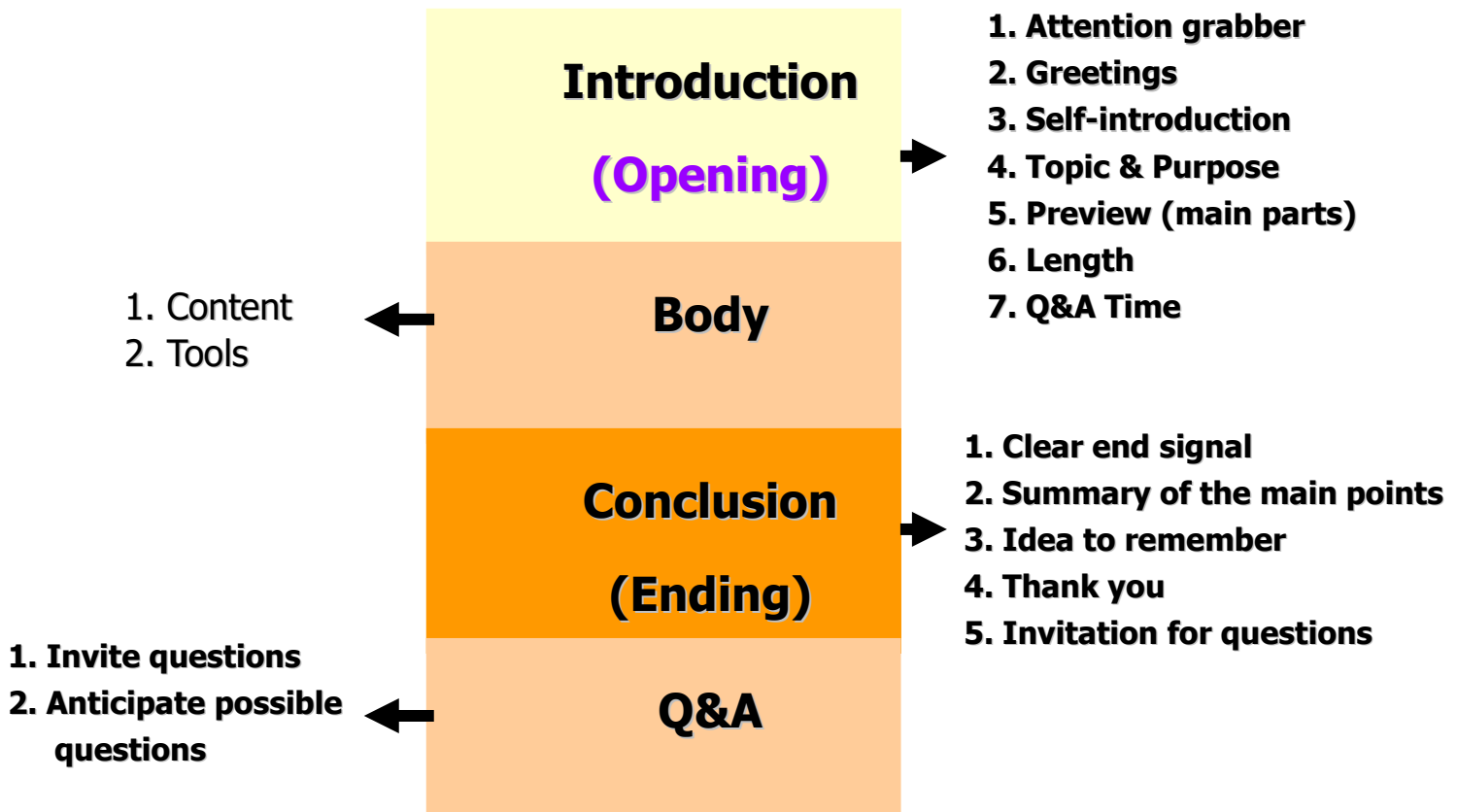


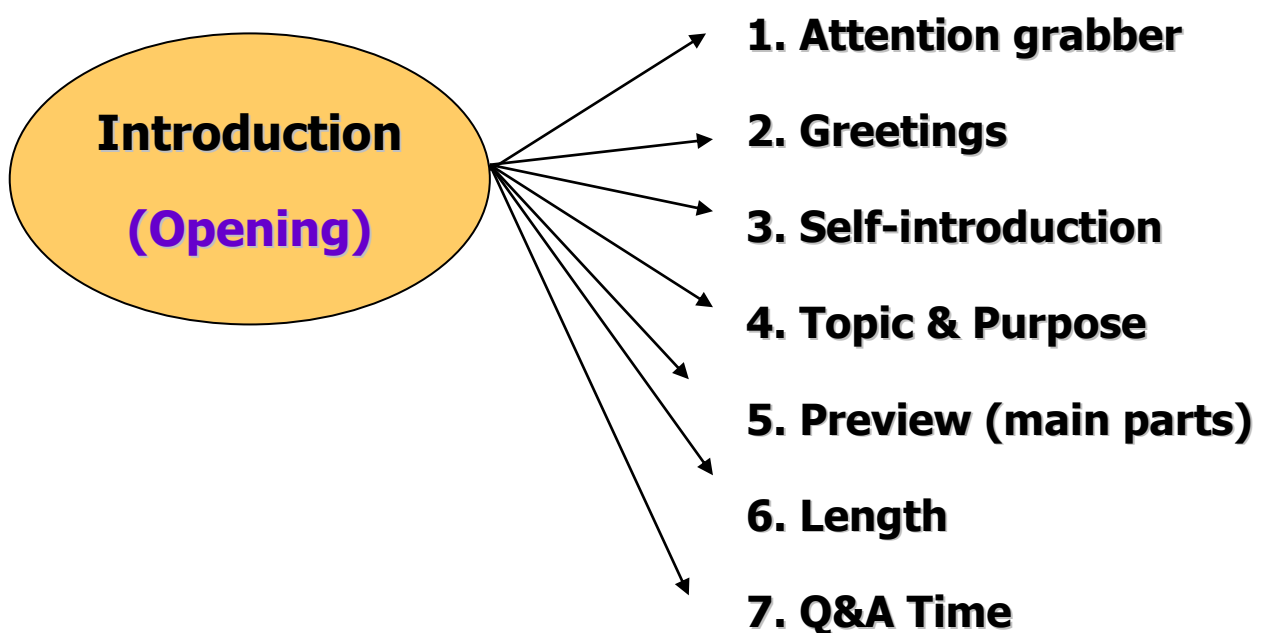
英語簡報架構及迷思 (Structure & Myth of English Presentation)

■ 英語簡報架構 (Structure)



商務英語簡報開場白及簡報製作原則

■ 英語簡報開場白七大要素 (7 Elements of Opening)



■ Attention Grabber 常用技巧

1. Startle the audience (amazing facts)
2. Arouse the curiosity of the audience
3. Question the audience
4. Tell a story (anecdote)

■ Greetings 常用語

1. **Good morning**
2. **Good afternoon**
3. **Good evening**
4. **Welcome to _____.**
Welcome to our group presentation. We are group #1
5. **I'd like to welcome you to _____.**
I'd like to welcome you to our group presentation. We are group #1.
6. **It's an/my honor to _____.**
It's my honor to be able to make this presentation to you today.
7. **It's a/my pleasure to _____.**
It's a pleasure to see all of you here today.
8. **I'm happy (pleased) to have this opportunity to _____.**
I'm pleased to have this opportunity to introduce beautiful campus in Yuntech.

■ Self-introduction 常用語

1. Allow me to tell you a bit about myself.
2. Before beginning, I would like to introduce myself.
3. I would like to begin by telling you something about myself/my background.
4. Perhaps I should begin by letting you know something about me.
5. **I'm (name). I'm a _____ (freshman, sophomore, junior, senior) in Yuntech. My major is _____.**
I'm Lisa. I'm a freshman in Yuntech. My major is electrical engineering.

■ Topic & Purpose 常用語

1. **I want to talk to you about**
I want to talk to you about our new models.
2. **I'm here today to**
I'm here today to let you take a look at our computer monitors.
3. **The reason why I'm here today is to ...**
The reason why I'm here today is to show you our recent product improvements.
4. **The purpose (aim) of my (this) presentation is ...**
The aim of this presentation is to introduce our bicycles.

■ Preview the body (main part) 常用語

1. **I have divided my presentation into ____ parts (sections, main points).**
I have divided my presentation into five parts.
2. **My presentation has (contains, will cover) ____ parts (main points, sections).**
My presentation will cover three parts.

Part 1	Part 2	Part 3
First,	Second,	Third,
First of all,	Moving along,	To close,
The first,	The second,	The third,
I'll start with	Next,	Finally,
To begin with,	Then, I'll..	Lastly/Last of all, I'll finish by v-ing
I'll open by v-ing	After that we'll..	After I'll wrap up with/by v-ing
Step one is to v.	And then we come to (topic)	And our final step is to v.

1. Example#1

My presentation will cover three main parts. The first part is an overview of the production process. The second part is an introduction of the main features. And the third part is a comparison with our competitor's products.

2. Example#2

I've divided my presentation into three parts. **First of all**, I'm going to brief you on the recent development and trends of the Smart Phone market and the advantages of this technology. **Moving along**, I'll discuss the features and applications of Smart Phone. **To close**, I'll share with you our vision and future plans for the Smart Phone marketplace.

■ Length 常用語

1. **I will take only (time) of your time.**
I will take only five minutes of your time.
2. **My presentation will take (last) about (time).**
My presentation will take about 15 minutes.
3. **My presentation will end at (time).**
My presentation will end at 3:00.

■ Q&A 常用語

1. **...Please interrupt at any time...**
If you have a question, please interrupt me at any time.
2. Feel free to interrupt at any time.
3. You may interrupt me at any time.
4. Anytime you have a question, just raise your hand.

5. You can interrupt at any time to ask a question.
6. Please hold (save) your questions until the end of the presentation.
7. If you have any questions, I'll answer them when I have finished my presentation.
8. There will be time for questions at the end of my presentation.
9. I will take any questions at the end of my presentation.

[Example]

My Favorite Movie

Group #1

Group member #1

Group member #2

Group member #3

Group member #4

Group member #5

Outline

- Name & Background (by Lisa)
- Cast (by Lisa)
- Awards (by Lisa)
- Plot (by Elva)
- Why do we love this movie? (by Mike)
- Trailer (By Nemo)
- Conclusion (By Becky)
- Q&A

Good afternoon, ladies and gentlemen. Welcome to our group presentation. We are group 1. By beginning, I'd like to introduce myself. I'm Lisa Huang. I'm a freshman in Nanhua University and my major is Life and Death Studies. The purpose of this presentation is to share our favorite movie to all of you. We've divided the presentation to 6 parts. The first is "the name and background info on this movie". The second is about the cast of this movie . The third is about how many awards this movie has won. Lisa will share more details on the first three parts with you. The fourth is the plot of the story. Elva will tell you more about what's going on in the movie. After that, After that, Mike is going to tell you why we love this movie so much and why we would like to recommend it to all of you. Nemo will also play the trailer for us, and Becky will make a conclusion for our presentation. Finally, we will wrap up with Q&A time. This presentation is about 15 minutes. If you have any questions, please hold your questions at the end of the presentation.

Now, let's welcome Lisa to tell you which movie we are going to share with you.

製作簡報 slides 及簡報時的原則 (Principles for designing slides and presenting)

1. 儘量以圖片代替文字 (More images, less texts)
2. 頁面編排請依照 7*7 原則: 每頁不超過 7 行, 每行不超過 7 個英文單字
(When you design the slides, you should follow the 7-7 law. That means “there shouldn’t be more than 7 lines on one slide, and no more 7 words in one line”.)
3. 重點文字可適時變顏色或改變字體, 以達到強調之效果
(You can always stand your key points out by changing the size and color of the fonts.)
4. 如頁面上有文字, 請關鍵字, 不必用完整的句子
(Don’t put down complete sentences on your slides. Instead, use key words.)
5. 簡報者的角色不是讀稿機, 而是要將「重點解釋給觀眾了解」
(Your job as a presenter is not just to read every single word on the slide. Your job is to explain and analyze the information to your audience.)
6. 務必背稿 (Be sure to memorize your lines and get well-prepared.)
7. 跟觀眾要有眼神接觸 (Don’t forget to have eye-contact with the audience.)
8. 簡報的中心是「講者」, 而非「簡報檔」, 簡報檔只是視覺輔助工具。唯一比「講者」重要的是「觀眾」。因為在撰寫講稿及編排簡報檔時, 要選用適合的材料, 及適合的用語, 讓觀眾能輕鬆了解講者要表達的訊息。
(The center of a presentation is the speaker (presenter), not the Power Point slides. The slides are just visual aids. The only thing that matters even more than a speaker is the audience. Therefore, when you work on your script and design your Power Point slides, be sure to select suitable material and language to help your audience understand your message more easily.)
9. 練習!練習!再練習! (Practice! Practice! Practice!)

簡報結論 (How to Make a Conclusion)

■ Conclusion (Ending) 的五大元素 (Five Elements in a conclusion)

1. clear end signal
2. **summary of the main points**
3. idea to remember
4. thank you
5. invitation for questions

■ Clear end signal 常用句型

1. Let me wrap up the presentation.
2. I have come to the end of my presentation.
3. I'd like to end by emphasizing/repeating the main points.
4. We've arrived at the end of my presentation.
5. I'll briefly summarize the main issues.
6. That's all I have to say about the product. So, let me conclude.
7. That brings me to the conclusion.
8. That covers the main points I wanted to tell you about.
9. OK, that ends the main part of my presentation to you today.

■ Summary of the main points 常用句型

1. Let me go over (run over) the main points again.
2. Let's recap.
3. I'd like to go over the main points again.
4. To sum up, let me go over the main points.
5. To summarize, I want to review the main ideas.
6. In summary, let's look at the main points.
7. **In short...**
In short, I have talked about the price, the quality and the popularity.
8. **In brief...**
In brief, I have demonstrated the product's functions, special uses and durability.
9. **To wind up**, I think we should ...

■ Idea to remember 常用句型

Repeat and stress what you want your audience to remember, and express some hope if needed.

1. **I suggest..**
I suggest that you watch this movie when you have time. It won't let you down.
2. **I encourage (propose) you to..**
I encourage you to watch this movie. I believe you will fall in love with it.
- 3.

■ Thank you 常用句型

1. Thank you.
2. Thanks for listening (and for inviting me here today).
3. Thanks for coming today.
4. Thanks for giving me the opportunity to share how wonderful our favorite movie is.
5. Thank you for your attention.
6. Thank you for your time.

■ Invitation for questions 常用句型

1. Now I would like to invite you to ask any questions.
2. At this point, I'd be very interested in hearing your questions or any comments you may have.
3. OK, now you are welcome to ask any questions.
4. I would be happy to take your questions now.
5. OK. Let's begin our Question-and-Answer session.
6. Let's open the Q & A time now.
7. Now I'll answer any questions you have.
8. Are there any questions I can answer?

Sample #1

We've arrived at the end of my presentation. So, let's recap the main points. We've told you about the background information, the cast and plot of this movie. And we also shared how popular this movie is because it has won so many awards. Finally, we also told you why we would like to recommend this movie to all of you and you watched the trailer already. What do you think of this movie? We would encourage you to watch this movie when you can. We believe you will learn a lot from this movie, just like us. **Thank you for your quality time, everyone. At this point, I'd be very interested in hearing your questions or any comments you may have.**

■ Q&A 結束範例

If there is no question/ If you don't have any more questions, I'd like to end my presentation. Thank you very much. I really appreciate your patience/precious (quality) time. We hope this presentation was useful to/for/informative for/helpful to you (or your company). If you have any further questions, please contact me anytime. Here is my contact information.