
비즈니스 프리젠테이션

Business Presentation

Strategic HRD Partner



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Introducing a Presentation 1

Today's Goal

Introducing a Presentation

Key Guidelines

1. Welcome the audience and show you are starting – “let’s get the presentation underway”

(청중을 환영하고 시작한다는 것을 알리기 – “프레젠테이션을 시작하겠습니다.)

Definition

Getting the audience’s attention is one of the most important or most important parts.

Sample

Good afternoon ladies and gentlemen, **let’s get the presentation underway.**

2. Introduce your subject – “Let me tell you about...”

(프레젠테이션의 주제를 소개하기 – “~에 대하여 말씀 드리겠습니다.”)

Definition

The audience needs a clear reason why you are here and why they are here.

Sample

Let me tell you about the purpose of my presentation today. It is to introduce my company’s new range of services.

3. Outlining structure and giving guidelines about questions – “I’ll start with...”

(프레젠테이션의 구조를 서술하고 질문에 대한 가이드라인 제공하기 – “~로 시작을 하겠습니다.”)

Definition

The audience needs a clear framework about what they will here and rules about how they can question

Sample

I’ll start with the reasons my company feels they had to modernize its products, the product line we now have, and finally what this means going forward into the future. Please hold all questions until the end.

Today's Dialogue

A : Good morning Phillip, can I *trouble* you for some advice?

B : Hi Louise! I don’t mind. Helping you is a *no brainer*.

A : Thanks a lot. I have to do a marketing presentation in English and I want to *start off on the right foot*. Do you have any *tips*?

B : **Let’s get the advice underway.** **Let me tell** you, I do at least one presentation a month. **I’ll start with** a simple piece of knowledge. Don’t be nervous. It is really easy for the audience to see.

A : Uh huh. Okay. Got it.

B : Step two; you need an interesting opening to *capture* the audience’s attention. Maybe say something funny or at least, look confident.

A : Check. Next?

B : Well, other things you need to do include an introduction for your topic, a talk about your structure, and rules for the questions that will come. If you are well organized, you should be fine!

Introducing a Presentation 1

Translation

A : 필립, 좋은 아침이에요. 저에게 조언 좀 해주실 수 있나요?

B : 안녕하세요, 루이스! 그럼요. 생각해 볼 필요도 없이 도와 드려야죠.

A : 정말 감사해요. 제가 영어로 마케팅 프레젠테이션을 해야 하는데, 처음부터 제대로 시작해 보고 싶어요. 비결이 있으면 좀 알려 주세요.

B : 자, 그럼 조언을 시작해 보죠. 얘기를 해보자면, 저는 적어도 한 달에 한 번은 프레젠테이션을 해요. 먼저 간단한 지식부터 알려 드릴게요. 긴장하지 마세요. 청중들은 딱 보면 알거든요.

A : 아하, 네. 알겠어요.

B : 두 번째로, 청중들의 관심을 끌려면 뭔가 흥미로운 걸로 시작을 해야 해요. 재미있는 말을 한다든지, 아니면 적어도 자신 있어 보이더라도 해야 하죠.

A : 잘 알겠습니다. 그 다음에는요?

B : 그 다음에는 주제를 소개하고, 구조에 대해 이야기하고, 청중들이 할 질문에 대한 규칙을 설명하는 것 등등이 있어요. 구성만 잘 짚다면, 아무 문제 없을 거예요!

Voca & Idioms

1. trouble 걱정시키다, 귀찮게 하다

The student didn't want to **trouble** his teacher for a pen, but he had no choice.

2. No brainer 생각할 필요도 없는 일, 간단한 일

Accepting the offer to work abroad was a **no brainer** for Denise. She wanted to see the world.

3. To start off on the right foot 첫 단추를 제대로 끼우다

During his presentation, Martin wanted **to start off on the right foot** so he told a really funny joke.

4. Tip 비법

The mentee asked his mentor about any **tips** he has for success.

5. Capture 사로잡다

Great magicians can always **capture** an audience's attention.

Today's Practice

Unscramble the Words to Make Sentences

1. of talk friendship purpose to the presentation my is

_____.

2. until the please questions all hold end

_____.

The purpose of my presentation is to talk about friendship.
Please hold all questions until the end.

Introducing a Presentation 1

Introduction Practice

- | | (A) | (B) | |
|--------------------------------|-------|-------|---|
| 1. Let me tell you about _____ | _____ | _____ | ? |
| 2. Let me tell you about _____ | _____ | _____ | ? |
| 3. Let me tell you about _____ | _____ | _____ | ? |
| 4. Let me tell you about _____ | _____ | _____ | ? |
| 5. Let me tell you about _____ | _____ | _____ | ? |

(A)

(B)

my personal	products
my boss's	history
my company's	complaints
my work	story
my friend's	personality

Practice Conversation

- Now practice using introductions as the theme
 - Choose one of the three given situations
 - ✓ Someone introduces him or herself to strangers
 - ✓ Someone introduces his or her company to foreign investors
 - ✓ Someone introduces his or her favorite product to possible clients