

Presentation Essentials

Essential Business English
for Effective Presentations



BUSINESS ENGLISH POD

Presentation

Essentials

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for Effective Presentations

3rd Edition

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Introduction

Presentations play a key role in professional success. Whether you are presenting products, reporting results, or explaining challenges and solutions, your ability to communicate clearly can have a direct impact on business outcomes.

This 8-unit audio eBook focuses on the fundamentals of delivering effective presentations in English. The goal is to help you build a practical set of phrases, structures, and strategies that you can use to present with greater clarity, confidence, and impact.

The 3rd edition of *Presentation Essentials* features updated content across all units, including new explanations and examples. The accompanying audio recordings have been newly produced, along with improved versions of the original dialogs.

The course begins with “Introducing Your Presentation,” which covers how to open effectively and structure your presentation. This is followed by a unit on signposting, where you will learn how to clearly organize and guide your audience through your talk.

The next three units focus on charts and trends. You will learn how to describe visuals, explain trends, and analyze changes. These skills will help you present data clearly, highlight key points, and connect your ideas in a logical way.

In the final units, the focus shifts to concluding your presentation and handling questions. You will learn how to summarize key messages, deliver a clear call to action, and manage Q&A sessions with confidence. These skills will help you leave a strong impression on your audience.

Each unit includes a dialog that demonstrates key language and techniques, followed by explanations and practice activities. By working through the units and practicing regularly, you will develop the skills needed to deliver effective presentations in English.

Presentation Essentials is designed for learners at an intermediate level (CEFR B2), or those with a BULATS score of 3+ or an IELTS score of 5+. However, the material is suitable for a range of levels. Intermediate learners can focus on building core language skills, while more advanced learners can develop fluency, expand vocabulary, and improve overall communication effectiveness in professional settings.

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Unit 101 - Introducing your Presentation

Hello and welcome to back Business English Pod! My name's Tim and in today's lesson we're going to learn how to introduce a presentation.

So what should we say to introduce a presentation? Well, how about starting with a greeting, like a simple "hello!" And what comes after a greeting? Your name! So, we've got something like "Hello I'm Tim." Great, what's next? Well, it's a good idea to tell people who you work for and what your job is, like "And I'm a marketing manager at SwiftBuy."

Right, so now that you've introduced yourself, you can introduce your presentation. What do people want to know about your presentation? The topic is important of course. That might sound something like "I'm going to be talking about our advertising strategy." And besides the topic, how about the *organization* and the *goal* of your presentation? Think about when *you* listen to a presentation. You want to know what you're going to be hearing about and why, right?

Okay, now what about questions? People want to ask questions, right? So you should mention how you'll handle questions, maybe like this: "At the end of the presentation we'll have about 15 minutes for questions."

So there you have the important parts of an introduction. And you can use these ideas in more than just presentations. I mean, you have to introduce *yourself* in many different situations, right? And introducing a *topic* and a *goal* is something you might do at the start of any meeting or discussion.

Okay, now in the dialog you're going to hear a presenter named Claude. Claude is presenting an "analysis" of sales data. When we talk about "analysis" or use the verb "analyze", we're talking about looking closely at something to understand it. So Claude is looking closely at sales information and explaining what he sees to a group of managers.

As you listen, try to answer the following questions, and then we'll give you some answers later in the lesson:

1. At the beginning of the presentation, what language does Claude use to sound friendly?
2. What is Claude's job?
3. What does Claude "hope to" do?
4. What is the "final" part of the presentation going to be?

Vocabulary

Analyst: A person who analyzes, or studies and explains, a part of a business or industry. "Hal has been a real estate analyst for over 20 years. He's seen everything."

Trends: Trends tell us how something changes or moves, especially something that can be measured; trends can go up or down or remain the same; "The latest trend shows that our sales are going up among teenagers in Asia and South America."

Forecast: When we say what we think will happen in the future, we are making a "forecast"; "The forecast doesn't look good for our SUV division. People are concerned about gas prices and the environment."

Proposed: Suggested or offered as a possible idea or plan; "I really think the proposed location would be a great place for our new office."

Strategies: Specific plans or ways to reach a goal; in sales, "strategies" would mean plans to use certain sales and marketing methods; "As part of our sales strategy, we're going to focus on growth markets in SE Asia."

Kickoff meeting: In sports, kickoff means to start; so a kickoff meeting is the first in a series of meetings or the first event at a conference, etc. "At our annual sales meeting, Jenny chaired the kickoff meeting this year."

To arrive at: To make a decision, reach a result, or make a solution; "After three hours, the group still couldn't arrive at a decision on who to hire."

To forward to: To send or pass something to someone else; "I think you've written a great report, but I'd like to forward it to Roger for more feedback."

Shareholder: A person who owns shares in a company; "As a shareholder, you can vote at meetings and share the profits of the company."

Prepared remarks: Often a presenter will give "prepared remarks," or statements that he or she has planned before; "I have my prepared remarks written on cards so I can review them before I speak."

Handout: Written copies of material related to a presentation, which are given to the audience; handouts might be copies of PowerPoint slides, notes, or resources; "Phil included a list of helpful websites with his handouts."

Dialog

Perry: ...trends for our product lines in this very key sector. Claude, if you're ready, please take it away.

Claude: Thank you, Perry. And good morning everybody. A warm welcome from our Paris office, whether you are here in person – or here via video from Sydney or New York. For those of you who don't know me, I'm Claude Daughtry, senior sales **analyst** from our Consumer Products Division, and I'll be presenting our analysis of recent sales data. I will then examine some important **trends** and conclusions we can make about the growth of our product lines. After that, I plan to look at some **forecasts** and **proposed** sales **strategies** to adjust to the trends we see developing.

Claude: During this **kickoff meeting**, we hope to **arrive at** some recommendations to **forward to** senior management, before their next **shareholder** meeting. And finally, I'll open it up to any questions you might have about sales in general, whether it concerns the EU, the Americas or the Asia-Pacific region. I estimate my **prepared remarks** will cover about 30 minutes, and the next 30 minutes will be dedicated to answering your questions... Hopefully, you've all received the **handout** material I sent, but I'll also be showing the charts in PowerPoint for those that didn't get them...

Debrief

Now I want to go through the dialog again, and look at the language in more detail. I'll talk about *what* Claude says and *why* he says it - Remember, Claude is the name of the presenter. And as we go through the lesson, we'll provide more language examples together with opportunities for you to practice this language.

Let's listen again to what Claude says right at the beginning of his presentation.

Claude: Thank you, Perry... And good morning everybody. A warm welcome from our Paris office, whether you are here in person – or here via video from Sydney or New York.

Claude starts with a friendly greeting to his audience. He uses the expressions "good morning" and "a warm welcome." You can't start a presentation without saying hello, right?

So let's practice some more greetings. I want you to repeat what you hear to practice each expression. Ready?

- Good morning, everybody.
- Good afternoon, and welcome to the North American division.
- Hello and welcome to the Smith Center.
- I thank you all for coming this evening.

All right, now you've had some practice with greetings. Let's get back to Claude's presentation. Do you remember what usually comes after a greeting? Let's listen.

Claude: For those of you who don't know me, I'm Claude Daughtry, senior sales analyst from our Consumer Products Division...

That's right. After your greeting, you need to introduce yourself, just like Claude did. And what does he say about himself? Well, he gives his name, of course. And he mentions his job and what part of the company he works for.

Now let's practice some expressions for introducing yourself. You'll notice that to give your name, you can say "my name is" or just "I'm," followed by your name. And after your name, you can say your job.

- My name is _____, and I'm the HR manager for our UK operation.
- I'm _____, and I'm a test engineer for the QC Department.

How does that sound? Now let's try the same sentences with real names. Remember, you'll hear the example, and then you can try saying it. Ready?

- My name is Alison Wright, and I'm the HR manager for our UK operation.
- I'm Charles Wagner, and I'm a test engineer for the QC Department.

All right, now we just practiced introducing the *name* or *title* of our *job*. But when we introduce ourselves, we sometimes also say what we actually do, or what we are responsible for. If you are "responsible for" something or "in charge of" something,

it means you control or manage that something. So I might say "I'm responsible for sales in New York." Want to try? Listen and repeat.

- I'm responsible for new employee training...
- I'm in charge of test data collection...
- I'm responsible for designing new electrical switches...
- I manage regional sales promotions in South America...

Now let's put some of these ideas together with a bigger practice.

Let's try introducing yourself. I'll give you a job title and job responsibilities. You can greet the audience, tell them your name, then tell them about your job. So, if I say your job title is "salesperson" and your responsibilities are the northern region, then what could you say? Well, you could say "Hello, my name is Jim Smith. I'm a salesperson and I'm responsible for the northern region."

All right, now it's your turn. Your job is HR manager for the London division and your responsibility is employee training. Start with a greeting, then name, job and responsibilities. After you try, we will play an example answer.

Answer: _____

Now listen to an example answer:

Example answer: Good morning everybody, my name is Alison Wright. I'm the HR manager for our London division, and I'm responsible for new employee training.

How did that go? If you want, you can try the practice again with your own information!

Now let's get back to the dialog. We're going to hear part of Claude's personal introduction again and I'd like you to listen for what he says next to introduce his presentation.

Claude: I'm Claude Dautry, senior sales **analyst** from our Consumer Products Division, and I'll be presenting our analysis of recent sales data.

So, what does Claude say after his personal introduction? Well, he tells his audience what he'd going to talk about, or the *topic* of his presentation. And what is Claude's topic? It's the "analysis of recent sales data." Remember, I mentioned before that "analysis" means looking closely at something to understand it, right?

Now let's practice introducing a topic for a presentation. Try repeating the examples that you hear.

- I'd like to talk about our new advertising campaign.
- Today I want to show you our new product line.
- I'm going to explain a new type of design.

Okay, now that the topic has been introduced, what's next? Let's listen to Claude explain the *content* of his talk:

Claude: I will then examine some important **trends** and conclusions we can make about the growth of our product lines. After that, I plan to look at some **forecasts** and **proposed** sales **strategies** to adjust to the trends we see developing.

After introducing his topic, Claude is talking more about what his presentation will include. He wants his listeners to know what he's going to discuss. Sometimes this means telling people the *organization* of your presentation. For example, at the start of this lesson, I might say that I want to talk about introducing a presentation, and that first I'll talk about introducing yourself, then I'll talk about introducing your topic.

Okay? Let's try this. You'll hear an example of introducing the content of a presentation, then you can repeat what you hear. Ready?

- We're going to look at operations in North America, then Europe, then Asia.
- First I want to discuss the past year, then we can talk about next year.
- I'd like to talk about three factors: cost, location, and time.

Great! Now let's try putting together the topic and the content into one practice.

I'll give you a topic and two ideas you want to discuss, and you can introduce them. So, if I say your topic is *a new product* and the two ideas are *design* and *pricing*, then what could you say in an introduction? You could say "I'd like to talk about the new product. First I'll talk about design, then I'll talk about pricing." Okay? After each response, we will play an example answer.

Your topic is *the annual budget* and the two ideas are *revenue* and *costs*.

Answer: _____

How did that go? Let's listen to an example answer.

Example answer: Today I want to talk about the annual budget. First I'll talk about revenue, then I'll talk about costs.

Are you ready for another? Your topic is *advertising* and the two ideas are *print ads* and *TV ads*.

Answer: _____

Now listen to an example answer.

Example answer: I'm going to talk about advertising. First I'll discuss print ads, then I'll talk about TV ads.

All right, we've covered the topic and the content of a presentation. What happens next in the dialog? Let's listen to Claude:

Claude: During this **kickoff meeting**, we hope to arrive at some recommendations to forward to senior management, before their next shareholder meeting.

Claude mentions that they "hope to" create some recommendations for management. In other words, creating some recommendations is the final *goal* of their meeting. Of course, every presentation and every meeting has some kind of

goal, or a purpose, or something you want to achieve, right? And it's a good idea to tell everybody what that goal is.

Now you can try stating a goal. Repeat what you hear in the following examples:

- What we need to do is decide on some targets for the coming year.
- Our goal today is to figure out why our profits have gone down.
- My hope is that everyone will have the information they need to do their jobs better.

Okay, so we've tried stating goals, and we're almost finished. But there's one more thing that Claude wants to explain before he begins his presentation.

Claude: And finally, I'll open it up to any questions you might have about sales in general, whether it concerns the EU, the Americas or the Asia-Pacific region. I estimate my **prepared remarks** will cover about 30 minutes, and the next 30 minutes will be dedicated to answering your questions...

What does Claude want to make sure everybody knows? Well, people always have questions during a presentation, right? So you need to decide how you're going to handle that. Are you going to let people ask questions during the presentation? Do you want them to save questions for the end? You should tell your listeners what you prefer, just like Claude does. He says that his "prepared remarks", or his actual presentation, will be 30 minutes, and then he'll give 30 minutes to questions.

How about practicing this yourself? Listen to the example about arrangements for questions and answers. Then repeat what you hear.

- I'll give you time for questions at the break.
- We should have 20 minutes for questions at the end.
- Please just raise your hand if you have a question at any time.

All right! Now you're ready to put things together with a bigger practice.

I'll give you a goal and a way of dealing with questions. Then you can tell your audience. So if I say your goal is to give an overview of finances and everyone should ask questions at the end, what could you say? How about: "My goal is to give you an overview of finances and then let everyone ask questions at the end..."

After each response, we'll play an example answer.

The goal is to choose a new location and ask people to save questions for the end.

Answer: _____

How did that go? Here's an example answer for you:

Example answer: Okay, our goal is to choose a new location and I'd like you to save your questions for the end.

Ready for another? The goal is to understand project costs and people can ask questions at any time.

Answer: _____

Now listen to an example answer:

Example answer: My hope is that everyone can understand the project costs and you can ask questions at any time.

Remember you can always go back and redo these practices using your own information. And even better, try to use some of this language in your daily work.

That's about it for this lesson. Remember, you can use what you've learned for different kinds of presentations and different kinds of audiences. For example, I could use these ideas for an introduction to this lesson. How? Well, I could say: "Hello and welcome to Business English Pod. I'm Tim Simmons and today I want to talk about introducing a presentation. First we'll listen to a dialog, then I'll talk about the dialog and give you the chance to practice what we learn. And if you have any questions, you can visit www.businessenglishpod.com!"

Thanks for listening and see you again soon!

Language Review

A. Review Quiz

For each question, you must choose the best sentence.

1. What would be a good way to start your introduction?
 - a. I would like everyone to please save questions until the end.
 - b. Hello and welcome to you all.
 - c. I am a marketing manager from California.
2. Which sentence would be a good way to tell an audience what you do in your job?
 - a. I am responsible for product development.
 - b. I would like to become VP of sales.
 - c. I have over 10 years of experience in finance and accounting.
3. Which of the following states the *topic* of a presentation?
 - a. Hopefully we can all agree on how to approach this problem.
 - b. I've been asked to speak with you because of my experience in South America.
 - c. Today I'd like to talk about the challenges of doing business in Chile.
4. Which sentence shows how to introduce the *goal* of a presentation?
 - a. I want to tell everyone about our sales strategy.
 - b. I hope that we can use this information to decide on a new plan.
 - c. I am very excited to be here today to talk to you about advertising.
5. Which sentence shows how you might introduce how you will handle questions?
 - a. You will have 20 minutes at the end to ask whatever you'd like.
 - b. Yes, is there something you'd like to ask?
 - c. I'm sorry but we have to move on now to talk about our new product.

B. Vocabulary and Idioms

Fill in the blanks with words from the box below. Be sure to put any verbs in the right tense.

trends	analyst	arrive
forward	proposed	handout

1. Please just send me your proposal and I can _____ it to the senior engineer for review.
2. I'm sorry John, but I think your _____ plan won't work in our short timeframe.
3. I hope that by discussing the problems, we can _____ at a solution together.
4. I have talked to three different _____ about the situation and they all agree that the economy will get better soon.
5. After the presentation I will give everyone a _____ that includes all my PowerPoint slides.
6. I would like to talk about the recent _____ in sales, including the huge change in North American sales.

Answers

Listening Questions

1. Mike says "good morning everyone" and "a warm welcome" in order to be friendly.
2. Claude is a senior sales analyst with the Consumer Products Division.
3. Claude hopes to arrive at recommendations to send to the shareholders.
4. The final part of the presentation will be a question period.

Language review

A. Review Quiz

1. b; 2. a; 3. c; 4. b; 5. a

B. Vocabulary and Idioms

1. Please just send me your proposal and I can **forward** it to the senior engineer for review.
2. I'm sorry John, but I think your **proposed** plan won't work in our short timeframe.
3. I hope that by discussing the problems, we can **arrive** at a solution together.
4. I have talked to three different **analysts** about the situation and they all agree that the economy will get better soon.
5. After the presentation I will give everyone a **handout** that includes all my PowerPoint slides.
6. I would like to talk about the recent **trends** in sales, including the huge change in North American sales.