

이번 호에는 효과적인 프리젠테이션 방법을 익혀보겠습니다. 단계별로 유용한 프리젠테이션 표현법을 숙지하였다가 활용하시기 바랍니다.

Id like to focus my presentation on...

비즈니스 제안, 이렇게 해보세요~

Preparation and introduction

Before you begin presentation, you need to establish a focus and decide what the controlling idea of your presentation will be.

[Useful Expression]

- a. I'd like to focus my presentation on...
- b. The objective of this presentation is to...
- c. I'd like to make (three important points) today.

The middle of the presentation

The main body of the presentation contains the details of the subject or themes described in the introduction.

[Useful Expression]

- a. The main point I want to make is that...
- b. The second cause of the problem is...
- c. Let's move to the first part of my talk, which is about...

Closing and Question

Ending the main body of the presentation and conclude.

[Useful Expression]

- a. That's all I want to say for now on...
- b. That brings me to the end of my presentation.
- c. I'd like to conclude by (a summary of the main points).

Presentation Example



Good morning ladies and gentlemen.

Today, I'd like to give you a brief overview of Electopia. The objective of this presentation is to show you the business volume increase in Electopia. Electopia was established in 1986 and since that time has become a leader in the Korea's electronic market.

As you can see from this graph, our business volume increased steadily from 1991 to 1995. The sales figure in 1991 was about \$5 million, but this increased in the next two years up to \$6.5 million and \$8 million, respectively. That brings me to the end of my presentation. Thanks for listening. And now, I'd be happy to answer any questions you may have.

Tips

Using visual aids

- Ⓞ Take a look at this...
- Ⓞ As you can see from this (chart / bar graph), productivity is increasing.
- Ⓞ We'll review those figures on the (overhead projector / screen / beam projector).
- Ⓞ This (line graph) shows our sales figures over the past year.

Inviting questions

- Ⓞ All right. Now, any questions or comments?
- Ⓞ So, now I'd be very interested to hear your comments.

If you don't understand a question

- Ⓞ Sorry, I'm not sure I've understood. Could you repeat?
- Ⓞ I didn't catch (the last part of) your question