

Student Material Phone Conversation 4

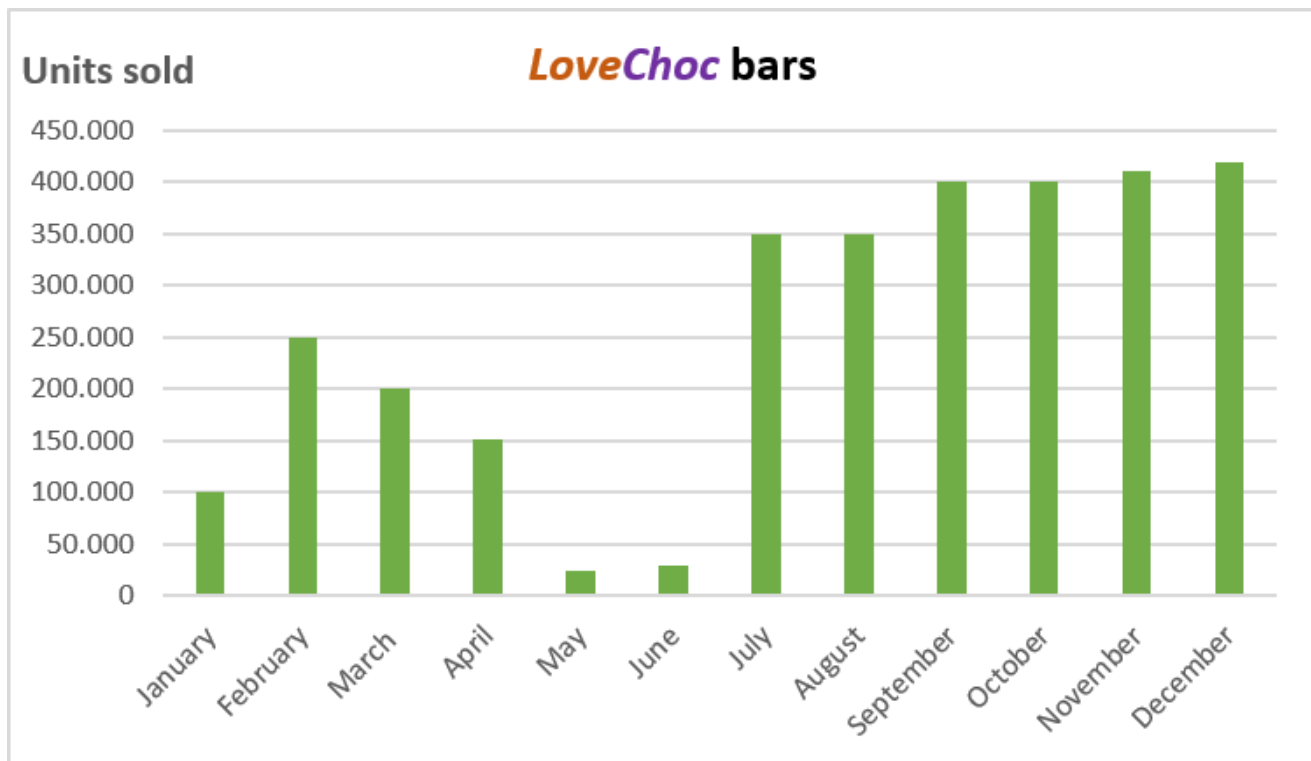
Inglés de Negocios Internacional - Intermediate

Part 1: Advertising & Money

Answer your tutor's questions.

Part 2: Describing trends

The following is the annual report of sales of a new chocolate bar cold **LoveChoc**. Have a look at the graph and describe the changes in trends during the year.



Part 3: Your presentation

Prepare to deliver a three-minute presentation on **one** of the following topics:

- Your company is launching a new product or idea. Your audience is a group of potential customers.
- You are presenting your place of work or study. Your audience is a group of potential customers or students.

You can make some notes of you want to. Try to include the following steps:

1. introducing yourself
2. Introducing the topic
3. Giving a plan of your talk
4. Inviting questions

Tell your tutor when you are ready.

USEFUL LANGUAGE

INTRODUCING YOURSELF

On behalf of Alpha Advertising, I'd like to welcome you. My name's Marc Hayward.

Hi, everyone, I'm Marc Hayward.
Good to see you all.

INTRODUCING THE TOPIC

I'm going to tell you about the ideas we've come up with for the ad campaign.

This morning, I'd like to outline the campaign concept we've developed for you.

GIVING A PLAN OF YOUR TALK

I've divided my presentation into three parts. Firstly, I'll give you the background. Secondly, I'll discuss the media we plan to use. Finally, I'll talk you through the storyboard.

My talk is in three parts. I'll start with the background to the campaign, move on to the media we plan to use, and finish with the storyboard for the commercial.

INVITING QUESTIONS

If there's anything you're not clear about, feel free to stop me and ask any questions.

I'd be grateful if you could leave any questions to the end.