

Professional Workplace Communication: Pitching and Persuasive Presentation (B2 / B2+)

Study Guide

1. The structure of the “Pitching and Persuasive Presentation” module.....	2
Section 1: Staging a presentation	3
Section 2: Presenting a tourist activity.....	4
Section 3: Giving information and using visual aids	4
Section 4: An effective four-minute presentation	5
Section 5: Being persuasive	5
Section 6: Elevator pitches.....	6
Language review	6
Final test.....	7
2. Tools and resources.....	8
Text to speech.....	8
Record yourself tool	9
Dictionary	9
Grammar reference	9
Business centre	10
Translate into any language.....	10
Pronunciation tool	11
Interactive English	12
Fun and games	12
Forums.....	13
Audio speed control	13
Additional resources.....	14
4. Assessment.....	15

1. The structure of the “Pitching and Persuasive Presentation” module

The “Pitching and Persuasive Presentation” module contains six sections, 6 practice sections and a final test. You will learn and practise essential language and strategies used when pitching and making presentations.

Pitching and Persuasive Presentations

Contents

- 1. Staging a presentation
- Practice 1
- 2. Presenting a tourist activity
- Practice 2
- 3. Giving information and using visual aids
- Practice 3
- 4. An effective four-minute presentation
- Practice 4
- 5. Being persuasive
- Practice 5
- 6. Elevator pitches
- Practice 6
- Language Review



Professional Workplace Communication - Pitching and Persuasive Presentations

Learn useful language and strategies, and practice essential skills for presenting information, ideas, products, services and organisations.

1. Staging a presentation

Learn useful words and expressions, learn how to structure and signpost the stages of a presentation, and watch a video of a presentation that doesn't go very well.

2. Presenting a tourist activity

Study an example presentation, and practise more useful language used when making a presentation.

3. Giving information and using visual aids

Study language to describe tendencies and changes, practise using visual aids, and practise word stress.

4. An effective four-minute presentation

Practise common abbreviations, focus on clarity, organisation and delivery, and practise language to express making things possible, and rhetorical questions.

5. Being persuasive

Practise clear, persuasive language to describe a company or organisation.

6. Elevator pitches

Learn about elevator pitches, then practise useful language and pronunciation.

Section 1: Staging a presentation

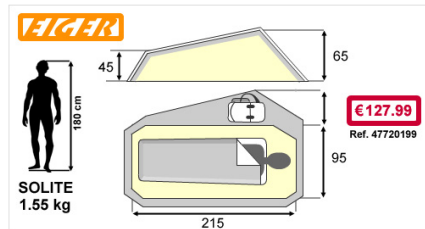
1. Staging a presentation

Learn useful words and expressions, learn how to structure and signpost the stages of a presentation, and watch a video of a presentation that doesn't go very well.

1 2 3 4 5 6 7 8 9 10

1. Vocabulary.

- Read this text from the brochure of a company that sells things for activities like camping. Choose the correct definition of the highlighted words.



In this section you will learn useful words and expressions, learn how to structure and signpost the stages of a presentation, and watch a video of a presentation that doesn't go very well.

Practice 1

Practice 1

Check what you have learnt so far.

1

- Choose the correct option to complete each sentence.

1. Responsibilities in this job include assisting in the ___ and implementation of an interactive B2B website for the companies of clients.

- development
 growing
 making
 realising

2. I have completed the application ___. Who should I give it to?

- form
 document
 paper
 inform

3. I'm thinking of doing a ___ in programming for beginners. It'd be useful for me at work.

- graduate
 career
 course
 grade

This section practises what you have studied in section 1, "Staging a presentation".

Section 2: Presenting a tourist activity

2. Presenting a tourist activity

Study an example presentation, and practise more useful language used when making a presentation.

1 2 3 4 5 6 7 8 9 10 11 12

1. A presentation.



You are going to listen to Megan, a tourism company's marketing manager, presenting an adventure activity. Before you listen, check you know what these words mean: a **booking**, a **brochure**, **courtesy** transport, an **enhancement**, a **guest**, a **ride**, to **pre-sell**, **rates**

In this section you study an example presentation, and practise more useful language used when making a presentation.

Practice 2 This section practises what you have studied in section 2, "Presenting a tourist activity".

Section 3: Giving information and using visual aids

3. Giving information and using visual aids

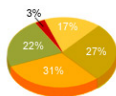
Study language to describe tendencies and changes, practise using visual aids, and practise word stress.

1 2 3 4 5 6 7 8 9 10 11

1. Visual support.

- Presentations often involve the use of visual material. Match the names to the pictures. This exercise is in two parts. Scroll down to see Part 2.

Part 1



organigram

In this section you will study language to describe tendencies and changes, practise using visual aids, and practise word stress.

Practice 3 This section practises what you have studied in section 3, "Giving information and using visual aids".

Section 4: An effective four-minute presentation

4. An effective four-minute presentation

Practise common abbreviations, focus on clarity, organisation and delivery, and practise language to express making things possible, and rhetorical questions.



1. Abbreviations.



- Match the abbreviations to the definitions. This exercise is in two parts. Scroll down to see the second part.

In this section you will practise common abbreviations, focus on clarity, organisation and delivery, and practise language to express making things possible, and rhetorical questions.

Practice 4 *This section practises what you have studied in section 4, "An effective four-minute presentation".*

Section 5: Being persuasive

5. Storytelling for job interviews

Learn about and practise storytelling for job interviews.



1. Vocabulary: Storytelling for job interviews.



What is storytelling?

Storytelling can be a valuable **asset** in job interviews, helping you effectively communicate your experiences, **skills**, and qualifications. In this section we will look at some basics of storytelling for job interviews:

In this section you will practise clear, persuasive language to describe a company or organisation.

Practice 5 This section practises what you have studied in section 5, "Being persuasive".

Section 6: Elevator pitches

6. Elevator pitches

Learn about elevator pitches, then practise useful language and pronunciation.

1 2 3 4 5 6 7 8 9

1. What is an elevator pitch?



• Read the explanation.

An elevator pitch selling an idea

An elevator **pitch** is a **brief** (from 30 seconds to two minutes) way of introducing yourself, **getting across** a key point or two, and making a connection with someone. It's called an elevator pitch because it takes **roughly** the amount of time you'd spend riding an elevator with someone.

In this section you will learn about elevator pitches, then practise useful language and pronunciation.

Practice 6 This section practises what you have studied in section 6, "Elevator pitches".

Language review

Language review

Language Review


Here you can see and print the [Language review](#) for this unit or module. The Language review is a summary of the vocabulary, grammar and useful phrases you have studied.



In this section you can download the Language Review, a summary of language practised in this module.

Final test

Final Test

 **Final Test information**
TEST TIME: 45 minutes.
You have **45 minutes** to complete this Final Test. You can see the test timer at the top of this page.
You can only submit the test twice.
NUMBER OF QUESTIONS: 30

● Choose the correct option to complete each sentence.

1. We also use discounts and giveaways, sponsoring events and ___ kind of thing.

- these what that the

2. We need to ___ the credibility of our brand.

- enhance multiply engage rise

44:48

The final test contains **30 questions**.
You have a maximum of **45 minutes**
to complete the test.
You can have **2 attempts** to submit
the final test.

2. Tools and resources

To see the resources available in your course, click on **My resources**.

The screenshot shows the top navigation bar with 'Home', 'Mail 2', 'My tutor', 'My resources' (highlighted with a red box), 'Help', and 'Logout'. Below the navigation bar, a dropdown menu for 'My resources' is open, listing the following options: Text to speech, Record yourself tool, Dictionary, Grammar reference, Business centre, Translate into any language, Pronunciation tool, Interactive English, Fun and games, and Additional resources. A red arrow points from the 'Dictionary' option in the dropdown to the 'Dictionary' card in the grid below. The grid consists of ten cards, each with an icon and a brief description of the tool's function.

Text to speech

Text to speech

This very useful tool allows you to select and listen to words or text anywhere on the page. Alternatively, you can copy in your own text and listen to it.

2. Reading
In this section you will read three diary pages.

1 2 3 4 5 6 7

3. Dear diary...


- Read these three diary pages. Choose the picture that goes with each one.

1. Sheryl's diary
Tuesday, 23 May
It was the best day of my life. I got up early. I was so


The 'Listen' button is highlighted with a red box, and a red arrow points to it from the instruction above. Another red arrow points to the instruction 'Choose the picture that goes with each one.'




Record yourself tool

Record yourself tool



Record and listen to yourself speaking English and practise your pronunciation.

 Record yourself tool






To record your work:

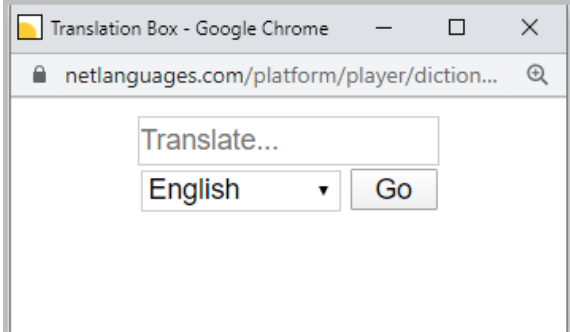
1. Click the record button. Speak into the microphone. Click the stop button to finish.
2. Click the play button to listen.
3. Click on the download button to save the file.

Dictionary

Dictionary



Use the interactive dictionary to see the definitions of words or translate English words into different languages.



Translation Box - Google Chrome

netlanguages.com/platform/player/diction...

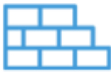
Translate...

English

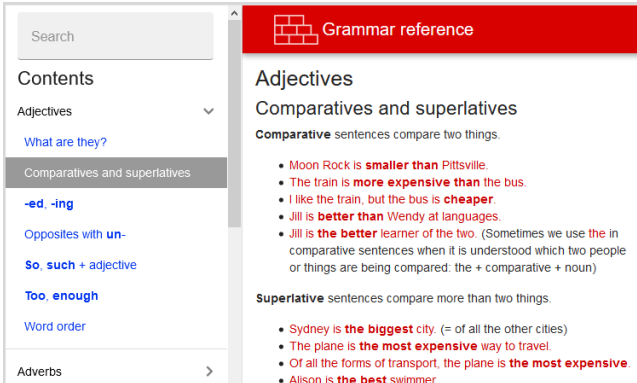
Go

Grammar reference

Grammar reference



A complete and easy-to-use grammar reference to help you with any area of grammar you don't understand.



Search

Grammar reference

Contents

- Adjectives
- Comparatives and superlatives
- ed, -ing
- Opposites with un-
- So, such + adjective
- Too, enough
- Word order
- Adverbs

Adjectives

Comparatives and superlatives

Comparative sentences compare two things.


- Moon Rock is **smaller than** Pittsville.
- The train is **more expensive than** the bus.
- I like the train, but the bus is **cheaper**.
- Jill is **better than** Wendy at languages.
- Jill is **the better** learner of the two. (Sometimes we use the in comparative sentences when it is understood which two people or things are being compared: the + comparative + noun)

Superlative sentences compare more than two things.


- Sydney is **the biggest** city. (= of all the other cities)
- The plane is **the most expensive** way to travel.
- Of all the forms of transport, the plane is **the most expensive**.
- Alison is **the best** swimmer.

Business centre

Business centre



Business tips, useful language for different business situations, and templates for a variety of texts like memos, reports and job applications.


 Business centre

- Useful business language
- Business tips
- Useful business links
- Interesting reading
- Interesting videos
- Writing templates for business
- Phone message samples


Translate into any language

=You can select any text on a page, listen to it spoken, and translate it into any language.

Translate into any language



If you want to translate a word or text into your own language, just select the word or text and click on translate.

 2. Reading

In this section you will read three diary pages.

1 2 3 4 5 6 7

3. Dear diary...

- Read these three diary pages. Choose the picture that goes with each one.

1. Sheryl's diary

Tuesday, 23 May

It was the best day of my life. I got up early. I was so

Listen **Translate**

Pronunciation tool

Pronunciation tool



Improve your pronunciation with Net Languages' interactive phonemic chart of all the sounds in English.

Pronunciation tool netlanguages^o

Home About Help

All the sounds of English

- Click on a sound and do the exercises.

Vowels

i:	ɪ	ʊ	u:	Iə
e	ə	ɜ:	ɔ:	ʊə
æ	ʌ	ɑ:	ɒ	eə

Consonants

p	b	t	d	tʃ
f	v	θ	ð	s
m	n	ŋ	h	l


Pronunciation tool

netlanguages^o

Home Sounds Words Sentences Contrasts Help

/i:/

- Listen to the word. Repeat the word. Record yourself. Compare.

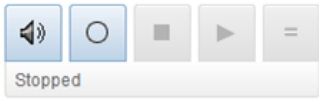


sheep

Stopped


Stopped

Stopped



beach

Stopped



eagle

Stopped

Interactive English

Interactive English



Get even more practice of English with our monthly fun interactive publication. Available online or as an app at three levels: Basic, Intermediate and Advanced.

Interactive English

Issue 267 - The ups and downs of multitasking

- **Basic**
 Vocabulary: Activities
 Podcast: The ups and downs of multitasking
- **Intermediate**
 Podcast: The ups and downs of multitasking
 Comprehension: Check your understanding
- **Advanced**
 Podcast: The ups and downs of multitasking
 Comprehension: Check your understanding



Fun and games

Fun and games



Get more useful practice of vocabulary, expressions and pronunciation with our flip cards games.

Fun and games
Box

Collocations


What's the word in the centre? It can be used with all the other words in the wheel. Click on the card to see the answer.

Click to flip

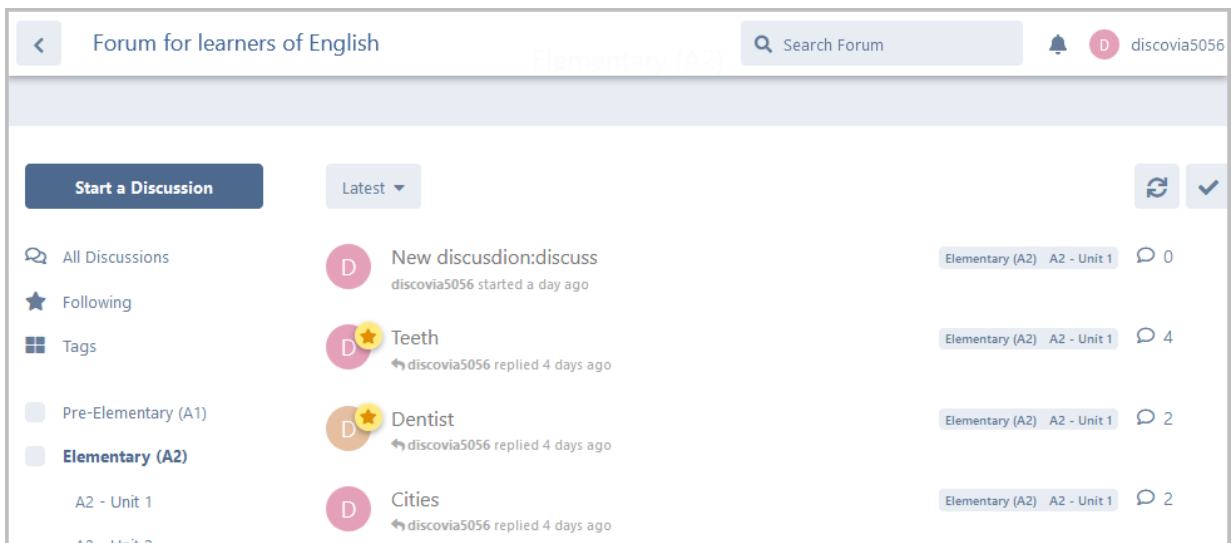
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Forums

Forums




Share your experiences and opinions with other Net Languages students from all over the world.



Audio speed control

Audio speed control

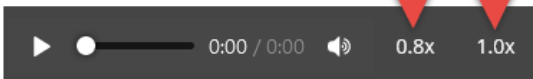


If you find the audio exercises difficult, you can slow down the speed.

1 2 3 4

4. Listen again.

- Listen from where Andy says, "... No, it's smaller than Barcelona next?"



Additional resources

Additional resources



Access useful online resources and practise listening and reading with learning materials and authentic sources.



Additional resources

Video material

Listening material

Online reading

For elementary learners:

Pick of the month

- **Star Wars Day**
May 4th is Star Wars day. Find out why.

Food

- **Pink chocolate**
A new colour for chocolate.
- **Insect ice cream**
A new flavour for your ice cream. Would you eat it?

4. Assessment

Marks are awarded as follows for this module:

Test	Marks
Final test	30
Total score	30