

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

Study Guide

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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

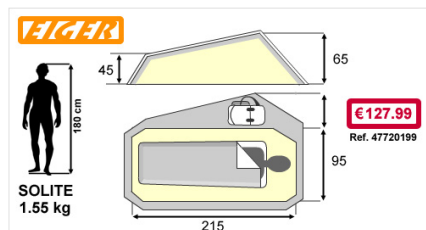
1. Staging a presentation

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

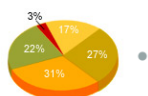
Study language to describe tendencies and changes, practise using visual aids, and practise word stress.

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. 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 and the system will record the higher score of the two attempts.

NUMBER OF QUESTIONS: 30

● Choose the correct option.

4. Here is my card, _____ you be interested in talking more about this.

☐ shall

☐ perhaps

☒ should

☐ can

Next

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**.

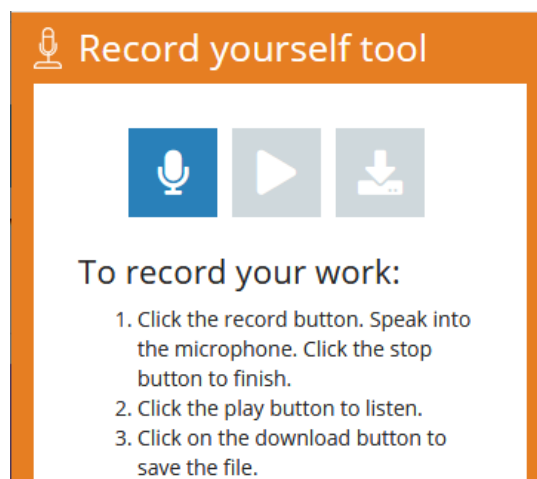
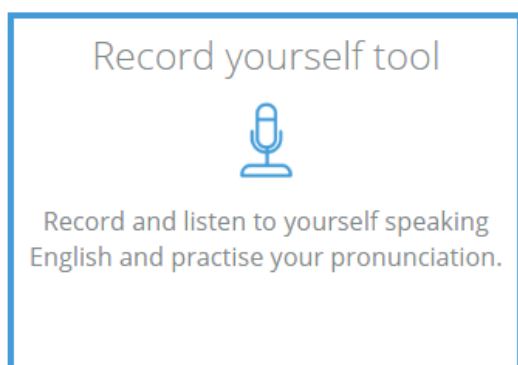
The screenshot shows the 'My resources' dropdown menu open, listing the following options: Text to speech, Record yourself tool, Dictionary, Grammar reference, Business centre, Translate into any language, Pronunciation tool, Interactive English, Fun and games, and Additional resources. A red arrow points to the 'Dictionary' option. Below the menu is a grid of tool cards, each with an icon and a brief description. The cards are: Text to speech (speech bubble icon), Dictionary (book icon), Grammar reference (stack of books icon), Pronunciation tool (phonetic symbol icon), Record yourself tool (microphone icon), Translate into any language (globe icon), Business centre (briefcase icon), Interactive English (phone icon), and Fun and games (dice icon).

Text to speech

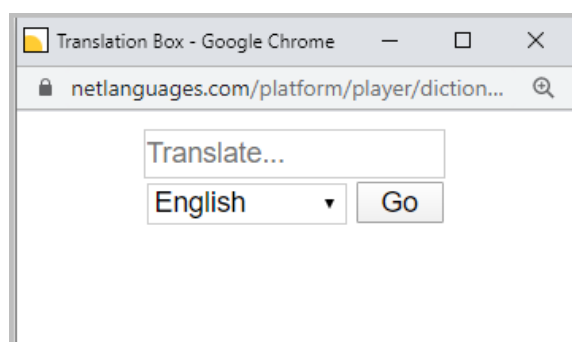
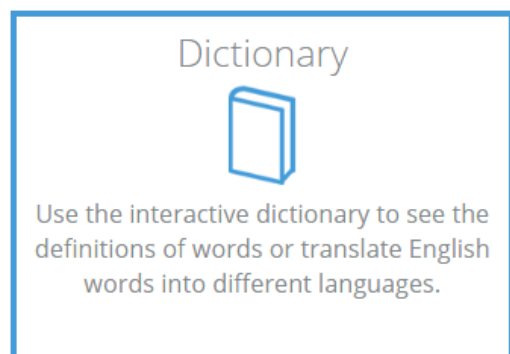
The 'Text to speech' tool card features a speech bubble icon and the following text: 'This very useful tool allows you to select and listen to words or text anywhere on the page. Alternatively, you can copy in your own text and listen to it.'

The screenshot shows a reading exercise interface. At the top, it says '2. Reading' and 'In this section you will read three diary pages.' Below this is a row of numbered tabs from 1 to 7, with tab 3 selected. The main text area shows the start of a diary entry: '3. Dear diary...' followed by a bullet point: 'Read these three diary pages. Choose the picture that goes with each one.' Below the text is a box containing a 'Listen' button (highlighted with a red box and a red arrow) and a 'Translate' button. The diary entry text continues: '1. Sheryl's di... Tuesday, 23 May It was the best day of my life. I got up early. I was so'.

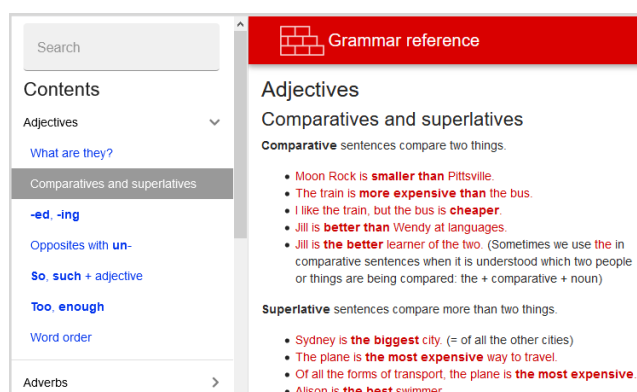
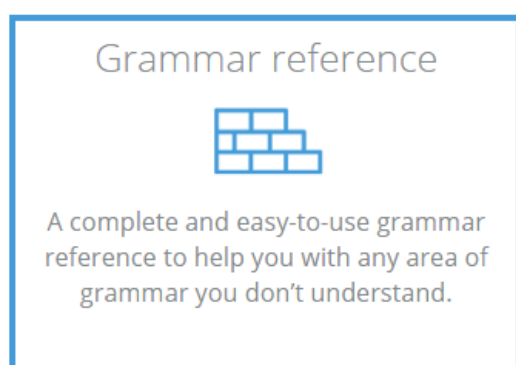
Record yourself tool



Dictionary




Grammar reference




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

Home About Help

All the sounds of English

Click on a sound and do the exercises.

Vowels

i:	ɪ	ʊ	u:
e	ə	ɜ:	ɔ:
æ	ʌ	ɑ:	ɒ

Consonants

p	b	t	d
f	v	θ	ð
m	n	ŋ	h

Pronunciation tool

Home Sounds **Words** Sentences Contrasts Help

/i:/

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

sheep

Stopped

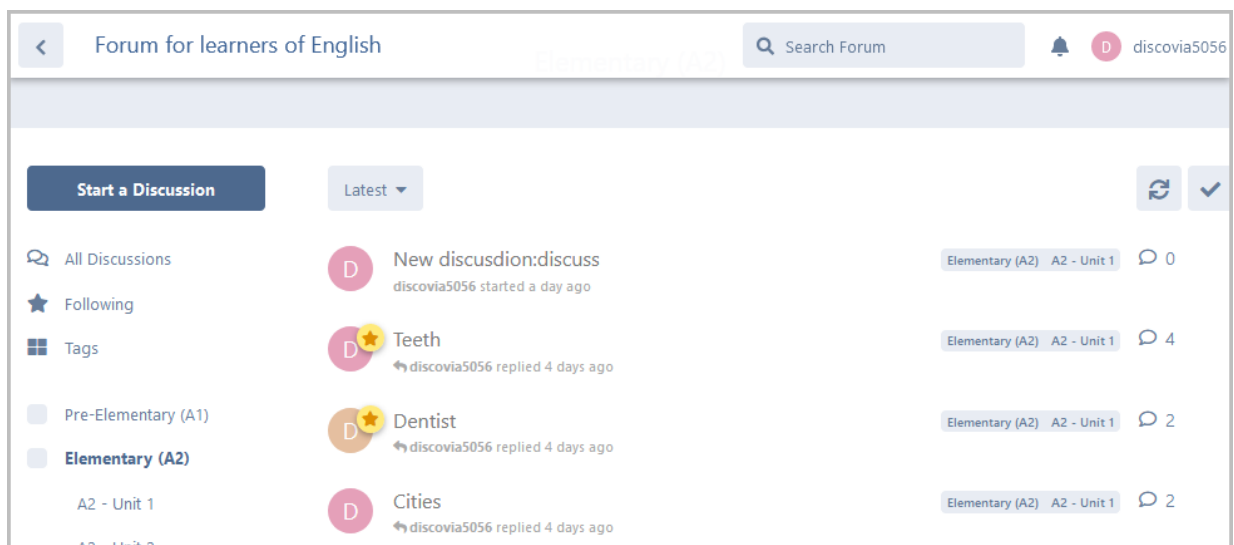
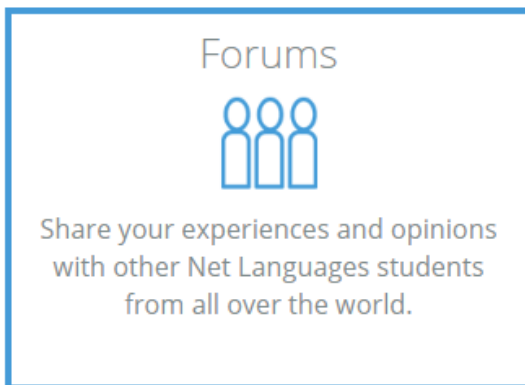
beach

Stopped

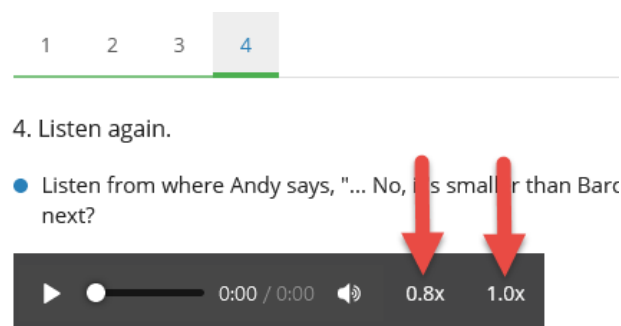
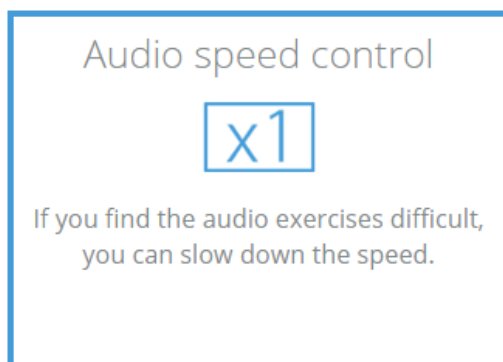
eagle

Stopped

Forums



Audio speed control



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