

## Pre-Advanced – Persuasive Presentations

### VOCABULARY

#### Products and selling

advantage  
background  
benefit  
breakdown  
details  
effect  
equipment  
factor  
features  
gear  
growth  
improvement  
model  
range  
specification  
tent

#### Verbs

browse  
cater for  
check out  
count on  
fit someone out  
settle for

#### Adjectives

affordable  
comprehensive  
effective  
harmful  
household  
must-have  
outdoor  
portable  
significant

#### Presentation stages

introduction  
detailed information  
summary  
questions

#### Visual support

bar chart  
floor plan  
flowchart  
line graph  
map  
organigram  
pie chart  
table

#### Tourist activity

basis	courtesy
booking	enhancement
brochure	flat rate
budget	guest
client	rates
complimentary	staff

#### Describing changes

increase	fall
go up	decline
climb	halve
grow	drop
rise	decrease
double	
fluctuate	

flatten out  
remain the same  
be constant  
be steady  
level off

#### Adverbs

slightly  
fractionally  
marginally  
dramatically  
considerably  
substantially

## GRAMMAR

### Persuasive language

wherever you want  
whenever you want  
whatever you want  
in your own time  
at your own speed  
take advantage of  
find out more  
this ensures that

### Formal language

In the event that ...  
Should you require ...  
... is required  
Should you wish to ...  
Please note that ...

### Making something possible

This **enables** you to ...  
This **means** that you can ...

### By + -ing form

You get a discount **by pre-selling** the tours.

### Rhetorical questions

How is this done?  
How can we do this?  
So what's the best way to do this?  
Wouldn't it be wonderful to be able to ...?

## USEFUL PHRASES

### Introducing

First of all, ...  
Firstly, ...  
Next, ...  
After that, ...  
Finally, ...

### Introducing visuals

If you look at the map, ...  
As you can see, ...  
Let's look for a moment ...

### Summarising

To summarise, ...  
All in all, ...  
To conclude, ...

### Marking a new stage

Firstly, I would like to welcome you all ...  
I would just like to mention ...  
Finally, I would like to add ...  
I would like to hand you over to ...

### Inviting questions

Does anybody have any questions?  
Please don't hesitate to put your hand up, should you have any questions.  
Does anyone have any questions or comments that they would like to discuss?  
At this stage I am happy to answer any questions that you might have.  
Please feel free to ask questions at any time during my presentation.  
Are there any questions that you'd like to raise?

### Checking understanding

Does that answer your question?  
Is that clear?

**Responding to questions**

I'm afraid I don't know.

I'm glad you brought that up.

To answer your first question, ...

As far as I know, ...

**Thanking the audience**

Thank you all very much for attending this presentation here today.

Many thanks for listening and participating.

I'd like to thank you all for taking the time to come here today.

Finally, I would like to thank you all for your attention and contribution to this presentation.