

## Session 2. L2 S3. Langues des Affaires

Emmeline Gros

### Objectif double :

- 1) Self-Introduction
- 2) Présentation du Produit Commercial de votre Choix.

**Format des rendus :** 2 powerpoints ou Genially avec Voice Over enregistré, transmis par Wetransfer à [emmelinegros@gmail.com](mailto:emmelinegros@gmail.com) avant le 25 juin 2021.

Première powerpoint/genially enregistrée sous : NOMPrenom.L2S3.INFOGRAPHIE

Deuxième powerpoint/genially enregistrée sous : NOMPrenom.L2S3.PRODUCT

**Procédé** Use all the contents seen in the course this semester.

1. First Powerpoint/genially

Log in with a free student account on genial.ly and follow one of the links below. Use "editer" and add "audio de fond". Save it, make it public and share it using wetransfer or the link provided by genial.ly.

Use:

<https://view.genial.ly/6094f87fdf9ac30cfc2d2bfa/personal-branding-idee-de-base-pour-infographie>

Or

<https://view.genial.ly/6095036ceb6d140d15ce5d58/personal-branding-cv-infographie-girl>

**What to do: Assignment 1 (5-10 minutes' long): Tell me about yourself and your future Professional Project.** Organize the slides as you deem fit, but you MUST talk about the following points :

A – First Name, Last Name, age, current student status

B – Objective/Dream Career/ Dream job/What is your goal position for the coming years ?

B - Why do you target this position ?

C - What have you built in this sense so far ? (PAST studies, work experience, personal projects)

D - How have you built this progression ? > Quote here some team and individual projects + present briefly the knowledge and the know-how, **skills** you have acquired, thanks to these experiences

E – List here some advantageous skills you have acquired. **Demonstrate** how you managed to acquire these skills, giving examples (talk about how your work experience/school experience, travels have developed some skills; give concrete examples)

Finally give a visual mean that can illustrate your skills : it can be an extract from a project, a graphic design, some social network pages with posts, customers' feedback, etc...

F – What are your next projects, that can help you to reach your target position ? Describe and explain them briefly

Save it as NOMPrenom.L2S3.INFOGRAPHIE and send it to my email address ([emmelinegros@gmail.com](mailto:emmelinegros@gmail.com) or [gros@univ-tln.fr](mailto:gros@univ-tln.fr)) using genial.ly or wetransfer.

**Assignment 2:** Select a product of your choice and create a Powerpoint/genial.ly Presentation that will include all the elements that we have studied this semester. Your voice must be recorded on the PPT:



**Or** a product that is extremely innovative and that you would like your classmates to discover (check out what Americans or what the Japanese invent) :



### **Format.**

Your task is to present to me a product pitch/presentation. For this assignment, you present a product that you particularly like and present the product pitch as a mp4 video file or **PPT (accepting macros)** with recorded audio (your voice), trying to explain WHY and HOW your product is the best. *The following is a list of requirements and terms for assessment.*

- Presentation of the company making this product
- Target customers/audience/clientèle and age range (who would you address the product to)
- Product name, function, price, description, possible issues with your product (try to be as honest as possible in the presentation of the product)
- A visual representation (can be drawings to show features of the product)
- Pricing model chosen and possible discounts available
- Distribution channels
- Product benefits in comparison with a similar product
- How and why is the product necessary/unique? Why do we need to buy it?
- Present a competitor's product and say which one (your product or competitor's) fares best.
- Compare your product with a competitor's similar product and demonstrate clearly why yours is a better choice.
- Professional-looking slides, using PPT, PREZI, or Genially
- Checking your pronunciation on howjsay.org
- Presentation (5-10 minutes MAX)

Save it as NOMPrenom.L2S3.PRODUCT and send it to my email address ([emmelinegros@gmail.com](mailto:emmelinegros@gmail.com) or [gros@univ-tln.fr](mailto:gros@univ-tln.fr)) using genial.ly or wetransfer.

## Presentations

You must have *confidence* to present information both verbally and formally to your classmates and teachers, to a wider audience. Most presentations at international conferences are informative, not instructional or persuasive.

An effective presentation should be organized logically with an introduction, main body and conclusion.

### INTRODUCTION

Apart from greetings, introducing your name, position and the subject / title of your presentation, the introduction must be designed *to gain the attention* of the audience by giving the **purpose** and the **main ideas** of the presentation, the **sources** of data and the means by which the data was obtained. An invitation to questions should also be mentioned. This can last only a minute or two, but remember it will be the first impression you will make on your audience.

#### *Useful phrases*

**Greetings:** Good morning/afternoon ladies and gentlemen.

**Position:** I'm a student of ... at the Faculty of... at MU in Brno.

**Subject:** I'd like to talk about... I'm going to inform you about... /to present my research...  
The subject/topic of my presentation/talk is ...

**Purpose:** The purpose of this talk is to update you on.../put you in the picture of...  
give you the background to ...

**Questions:** I'd be glad to answer any questions at the end of my talk.  
Please interrupt me if there's something which needs clarifying. Otherwise  
there will be time for discussion at the end.  
If you have any questions, please feel free to interrupt.

### MAIN BODY

A well constructed main body of text will contain information supporting the development of the main ideas given in the introduction. The presenter should avoid including unnecessary text, but he or she may use a number of approaches, mainly well designed visuals, in order to help the audience comprehend the main ideas.

The main body starts with the **outline of the main parts:**

I've divided my presentation into four parts/sections. They are...

The subject can be looked at under the following headings: ....

We can break the topic down into the following fields:

Firstly ... Secondly .... Thirdly .... Finally....

First of all .... Then .... Next .... And then we come to .... Lastly/last of all ....

#### **Introducing and closing the parts:**

**Part 1:** Let's start with ... So that covers ....

**Part 2:** That brings me to ... Let's leave that here and turn to part 3

Presenters should repeat their key findings (using for example a different form of words):

1. tell the audience what you are going to say
2. say it
3. tell the audience what you have said

---

## **ENDING**

The conclusion should contain a summary of the data together with a comment on the importance of the findings. The main points of the presentation should again be stressed together with a recommendation for future research.

*Possible structure and vocabulary:* signal to end – summary- conclusion with recommending – closing – inviting to questions.

### **Signalling the end**

That brings me to the end of my presentation.

That completes my presentation.

That covers all I wanted to say today.

Before I stop/finish, let me just say ...

### **Summarizing**

I'll briefly summarize the main ideas.

Let me just run over the key points again.

To sum up...

### **Concluding**

In conclusion...

As you can see, there some very good reasons for...

I'd like to leave you with the following idea/thought.

### **Recommending**

So, I would suggest that we ...

In my opinion, the only way forward is ...

I'd like to propose ....(more formal)

### **Closing**

Thank you for your attention/listening.

I hope you have gained an insight into ...

### **Inviting questions**

I'd be glad/happy to (try and) answer any questions.

If you have any questions, I'd be pleased to answer them.

I would welcome any comments/suggestions.

## Comment faire?

Dans PPT => Insertion => Media => Audio.

