

拓展新南向國家實戰營

課程講義 III：英語簡報人員口說與評選

台北場

財團法人張榮發基金會
(台北市中正區中山南路11號6樓602室)

主辦單位 /



承辦單位 /



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議程表

廣告

拓展新南向國家實戰營

台北場議程表

課程主題	新南向拓展商情(7/7)	
8:30~9:00	學員報到	
9:00~9:05	長官致詞(5分鐘)	
9:05~10:30	國際授權之關鍵秘訣	余政隆 總經理 超香國際有限公司
10:30~10:40	休息時間	
10:40~12:00	國際加盟與經商契約 注意事項	蕭富庭 律師 拓威法律事務所
12:00~13:30	午餐	
13:30~15:00	東南亞投資與稅務法規 【加盟】	葉建郎 會計師 安侯建業聯合會計師事務所
15:00~15:30	茶點	
15:30~17:00	東南亞清真認證與實務	胡俊彥 講師 心志管理顧問股份有限公司

最新商情都在這裡!!
活動群組



東南亞零售餐飲產業商情



FACEBOOK



課程主題	英文簡報製作(7/10)	人員口說與評選(7/11)
8:30~9:00	學員報到	
9:00~9:05	長官致詞(5分鐘)	
9:00~10:30	簡報內容規劃 黃孟堯 講師 寶溫股份有限公司	商業簡報口說表達 空中英語教室
10:30~10:40	休息時間	
10:40~12:00	簡報呈現設計 黃孟堯 講師 寶溫股份有限公司	肢體語言 空中英語教室
12:00~13:00	午餐	
13:00~14:00	實作練習	評選與頒獎
14:00~14:10	茶點	
14:10~17:00	實作練習	

活動地點 / 財團法人張榮發基金會(台北市中正區中山南路11號)

主辦單位 / 經濟部商業司

承辦單位 / 財團法人商業發展研究院
Commerce Development Research Institute

新南向國家



活動專線：傅先生(02)7707-4845

註：主辦單位保留內容調整之權利

主題：英語簡報人員口說與評選

薛詠文 講師
空中英語教室



品牌英語簡報實戰營

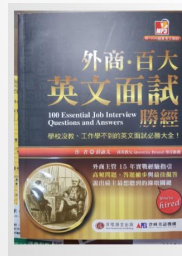
7/11/2020 (六) @ 台北

7/25/2020 (六) @ 台中

By Wendy Hsueh

Wendy Hsueh (薛詠文)

- Master of C.S. @ Fairleigh Dickinson Univ., N.J.
- 2nd Master of TESOL @ National Chao Tung Univ., Taiwan
- Business Development Manager @ Microsoft Taiwan
- Business English, Presentation, TOEFL, IELTS instructor
- Cambridge oral assessment examiner
- TOEIC book author



Wendy Hsueh (薛詠文)

- TOEIC 商務英文 (聽/讀) 990 分 (六次滿分記錄)
- TOEIC 商務英文 (說/寫) 寫作 200 滿分 / 口說 190 分
- TOEFL iBT 109 分 (總分 120 分)
- ILETS 8 分 (總分 9 分)
- GEPT 中高級認證/口說 100 滿分
- BULATS B2 精通級
- 東南科技大學 – 電機系 / 應英系 TOEIC / GEPT 輔導講師
- 中國科技大學 – 教學卓越計劃 English Presentation 課程講師
- 德霖技術學院 – Presentation 競賽課程講師
- 高雄餐旅大學 – Interview / Presentation 課程講師

Natural English – Chunking (Pause) I.

英語表達並非將句子逐字唸出即可，而是將句子分成**好幾組字群 (chunks)**，然後將句子依**一組一組字群**的方式呈現。這意味講者必須先知道要將句子中的**哪些字詞歸在一組**。在表達字組時中間要**停頓 (pause)**，若在不正確的位置停頓，會導致聽者會錯意。

Natural English – Chunking (Pause) II.

Example:

Please meet a guy called John Smith at the airport. He is arriving on Friday at about 6 in the evening. Please take him to the train station.

Chunking:

Please meet a guy / called John Smith / at the airport.
He's arriving / on Friday / at about 6 / in the evening.
Please take him / to the train station.

Natural English – Adding Stress

在知道要將句子內字詞分組 (chunks) 之後，接下來要在重要的字詞上加**強重音 (adding stress)**。

Example:

Please meet a guy / called John Smith / at the airport.
He's arriving / on Friday / at about 6 / in the evening.
Please take him / to the train station.

Natural English – Adding Stress

將重音放在不同之處，整句話的意思有可能隨**重音**改變。

句子與重音	隱含之義
I ! didn't say he stole the money.	Someone else said it .
I ! <u>didn't</u> say he stole the money.	That's not true at all .
I didn't ! <u>say</u> he stole the money.	I only suggested the possibility .
I didn't say ! <u>he</u> stole the money.	I think someone else took it .
I didn't say he ! <u>stole</u> the money.	Maybe he just borrowed it .
I didn't say he stole ! <u>the</u> money.	But rather some other money .
I didn't say he stole the ! <u>money</u> .	He may have taken some jewelry .

Natural English – Changing Pace

表達英語句子時，句中有些字詞會連在一起很快帶過去，有些字詞則會**刻意放慢速度**唸，形成**抑揚頓挫**之語調。

例句：There are 23,000,000 people living in Taiwan.

為了**強調**這個眾多人口的**數字**，句子就會被唸成：

There are **TWENTY-THREE-MILLION** people living in Taiwan. (*not just one or two, but twenty-three-million*)

Basic Grammar – Subject + Verb...

	S. (主詞)	V. (動詞)	
名詞	English and Math	are	my favorite subjects.
代名詞	We	enjoy	learning English.
動名詞	Learning English	is	challenging.
不定詞	To learn Japanese	is	my next goal.
名詞子句	What Mr. Chen just said	confused	Me.

Vocabulary – Free Online Tools

- Synonyms: www.thesaurus.com
- Collocations: www.just-the-word.com
- Idioms & phrases: www.thefreedictionary.com

The image shows three browser screenshots illustrating online vocabulary tools:

- Thesaurus.com:** A search for "knowledge" showing a list of synonyms such as "ability", "awareness", "education", "expertise", "familiarity", "grasp", "insight", "philosophy", "power", "proficiency", "recognition", "science", "theory", "wisdom", "comprehension", "consciousness", "dirt", "discernment", "doctrine", "dogma", "dope", "light", "lore", "picture", "principles", "scholarship", "schooling", and "scoop".
- Just the Word:** A search for "knowledge" displaying various collocations and combinations, such as "advance knowledge", "base on knowledge", "build on knowledge", "develop knowledge", "extend knowledge", "further knowledge", "improve knowledge", "increase knowledge", "lack knowledge", "require knowledge", and "demonstrate knowledge".
- The Free Dictionary:** A search for "little knowledge is a dangerous thing, a" showing the full idiom and its origin, along with related phrases like "drop someone some knowledge", "knowledge in, bullshit out and kibbo", and "knowledge-box".

Lexical Resources (ex.)

I exercise because I am in <u>bad mood</u> .	
My friends tell me many <u>things</u> .	
Mr. Obama is a very <u>important person</u> .	
Children learn <u>basic things</u> .	
Taipei 101 is a very <u>tall building</u> .	

Quality of Sentences – Precision (ex.)

<u>A lot of people</u> want to study abroad.	
I've got a lot of <u>experience</u> .	
It's a very important <u>thing</u> to me.	
I was shy <u>long time ago</u> .	
I went to many <u>places before</u> .	

Good Organization: Clear Message + Supporting Facts

Message: (General Concept)

- A message is something that you want others to know, think, or do.
- Messages should be short and very clear.
- Messages are always presented first.
- Messages are more important than facts.

Facts: (Specific Information)

- Facts support the message.
- Facts prove that a message is clear, complete and sound.
- Facts can be longer and more detailed. **(5W + 1H)**
- Facts are always presented second.

Introduction

Outline

Body

Message #1

Facts / Examples

Recap

Message #2

Facts / Examples

Recap

Message #3

Facts / Examples

Recap

Summary

Ending

Useful Phrases - Welcome audience

- **Hi, everyone. / Hello, my friends.**
- **Good morning. / Good afternoon. / Good evening.**
- **Good afternoon, ladies and gentleman.**
- **Welcome!**
- **Thank you for attending this session.**
- **I'm more than happy for being here today.**

Introduce yourself / topic

- **Let me just start by introducing myself. I'm _____.
Today I'm going to give a presentation on _____.**
- **My name is _____. I'm here to talk about an
important issue which is _____.**
- **I'm _____. The topic of my presentation is _____.**
- **The title / subject / topic of today's presentation is...**
- **The objective of my talk is to present...**
- **My aim today is to give some background about...**

Explain why audience will be interested

- **As we all know, _____ has influence on our daily lives.**
- **I'm certain that you must be eager to learn more about how to _____.**
- **All of use should help to conserve the environment because _____.**
- **Time management is important because as students, we must learn how to utilize time effectively.**

Presentation overview

- **My presentation will be in three parts.**
- **My presentation is divided into three major sections.**
- **First of all... / Second... / The final point I'd like to make is...**
- **I'm going to talk about... / Let's take a look at...**
- **All right, I'll start by focusing on...**
- **Let me tell you something about the background.**
- **We must know some facts and figures first.**
- **Let's concentrate on... in the meantime.**

Indicate when to ask questions

- **Please feel free to interrupt me whenever you have any questions.**
- **Interrupt me as we go along if you have questions.**
- **If you need to clarify something during my presentation, please just raise your hand.**
- **There will be a Q/A session at the end of my presentation.**
- **I'd be grateful if you hold questions and comments until the end of my presentation.**

Main body of presentation

- **All right, now let's imagine that... / consider the...**
- **Here are some facts about... / some reasons for...**
- **Several factors contribute to... / lead to...**
- **Certainly, there will be merits and drawbacks of this, but let's just concentrate on...**
- **We should consider both pros and cons of this...**
- **There are several types of...**
- **Why don't we start by comparing ... with...**
- **Here is an interesting piece of information / graph...**

Moving from one point to another

- **Now I'd like to move on to the next point...**
- **All right, let's turn to...**
- **That's all I have to say about..., and let's consider another aspect...**
- **This leads me to my next point...**
- **I must also emphasize the importance of...**
- **Let's analyze this problem from different perspectives...**
- **So, here is another critical point...**

Highlighting and emphasizing

- **I'd like to emphasize the importance of...**
- **It is critical / essential to understand that...**
- **What can really influence us is...**
- **We need to take necessary actions immediately.**
- **Let's look at this issue more closely.**
- **There is still a lot of room for improvement.**
- **Actually... / In fact... / In reality... / The truth is that...**
- **In other words...**
- **I have to admit that this is a rather difficult problem.**

Persuading language

- I suggest that all teachers...
- Our team propose that students should...
- The difference between... and ... is enormous.
- Instead of... we could...
- This is far superior to... / better than...
- If we do... we will certainly see the results...
- The major benefit we will receive is that...
- My recommendation is that...
- Why don't we consider... first?

Language for visuals

- This graph illustrates the number of...
- If we take a look at this table, we will see that...
- It is obvious to see from this chart that...
- This spreadsheet gives us a breakdown of...
- As we can see from this bar chart, the number of...
- This construction plan clearly shows that...
- The chart provides an analysis of...
- In this graph, the most obvious trend is...
- It is interesting to note that the number of students...

Summarizing

- **This brings me to the end of my presentation.**
- **I've talked about... and...**
- **Well, that's about it for now. We've covered...**
- **All right, that covered all aspects of...**
- **In brief, we should take actions..., ..., and...**
- **To summarize, I truly think that...**
- **In the end, let's sum up some key points...**
- **Once again, I'd like to stress that...**
- **Before I finish, let me just go over...**

Relate end to the topic

- **All right, I hope that you are now all clear on how to manage study time effectively.**
- **To turn to the original question, we can increase English vocabulary by doing...**
- **Now, to round off the talk, I'd like to go back to the beginning when I asked you...**
- **I hope my presentation today will help you to stimulate new ideas and find new ways to...**
- **All these points have tight connection with how we...**

Thanking and inviting questions

- **Thank you for listening attentively. Now if there are any questions, I'd be pleased to answer them.**
- **That brings me to the end of presentation. Thank you for your attention. I will be glad to answer any questions you might have.**
- **Would anyone like to ask questions please?**
- **Does anyone have any comments or questions?**
- **Well, some of you may be curious about...**
- **One most frequently asked question is...**

Handling questions

- **If I understand you correctly, you want to know...**
- **Do you following my point here?**
- **I hope this has addressed your concern.**
- **Was my explanation clear enough?**
- **Have I clarified your doubt?**
- **I hope this explains the situation to you.**
- **I think this will give you new ways of thinking.**
- **I suggest that we discuss further after the class.**
- **I'd be happy to send you related documents afterwards.**

If you don't know the answer...

- That's a very practical question. However, we don't have much information about that in the meantime.
- I can't give you an accurate answer now, but please allow me some time to figure it out.
- That's a good question. The thing is that I'm not very sure about the answer. I would invite one of my team members to provide some details.
- Thank you for bringing that up. Unfortunately, I'm not the best person to answer that.

Body language

<https://www.youtube.com/watch?v=K0pxo-dS9Hc>

The 110 Techniques of Communication & Public Speaking



Voice

Vocal varieties

Pause

Pronunciation

Intonation

Fluency

Eye contact

Posture

Body Movement

Presentation examples

<https://www.youtube.com/watch?v=RVmMeMcGc0Y>

Macron addresses U.S. Congress:

<https://www.facebook.com/bbcnews/videos/10155770586042217/>

Oxford Union Debate:

https://www.youtube.com/watch?v=X2lAsuvKNFU&feature=player_embedded

Any questions?

Please feel free to let me know:

wendyhsueh@gmail.com



How to Stand Out From the Competition

May 28, 2020 / Richard Janes

How do you stand out from the competition?

There are 7.6 billion people on the planet, and there's one thing that brings us all together: the fact that we're all totally and utterly unique. We just have to embrace our uniqueness.

No matter what you do, if you want to stand out from the competition, the key is to look back on your past, because your past is the key to your differentiator. Look at what has happened in your past and your story, so that you can get to your soul and you can get to your own journey, because no one else has ever walked in your shoes. Once you can get clarity on that, a little light bulb will go off where you can see how that links to what you do.

Once you see how that links to what you do, you can start introducing that to your career. You may initially look at it and say, "*But I love family and yet I'm in real estate*"—so start talking about family within real estate. Or you might say, "*I'm a dentist and I love jazz*"—so start talking about jazz within your dentistry, because there are people who will connect with that.

We don't connect with brands, we connect with other people: their heart, their soul, what makes them unique, and their life story. So get clarity on your life story. Embrace it; successes, failures, the hurts and all, because all of this is what makes you human.

If you want to stand out from the crowd, if you want to differentiate yourself from the competition, then get clarity on what makes you unique, no matter what that is, and start putting that out there. Once you do this, I bet you'll start seeing some results.

Source: <https://www.success.com/how-to-stand-out-from-the-competition/>

附件一、交通資訊

張榮發基金會國際會議中心位於路網綿密、交通便利的中山南路上，正對凱達格蘭大道，緊鄰台大醫院及自由廣場（中正紀念堂），距離台大醫院捷運站步行約 5 分鐘，至台北車站車程為 5 分鐘。



開車

（備有地下停車場，可供中小型汽車停放）

- 中山高速公路→建國北路→下高架橋→仁愛路→景福門前
- 中正橋→重慶南路→總統府→凱達格蘭大道→信義路
- 忠孝橋→忠孝西路右轉→中山南路→信義路
- 台北橋→民權西路→中山北路二段→中山南路→信義路



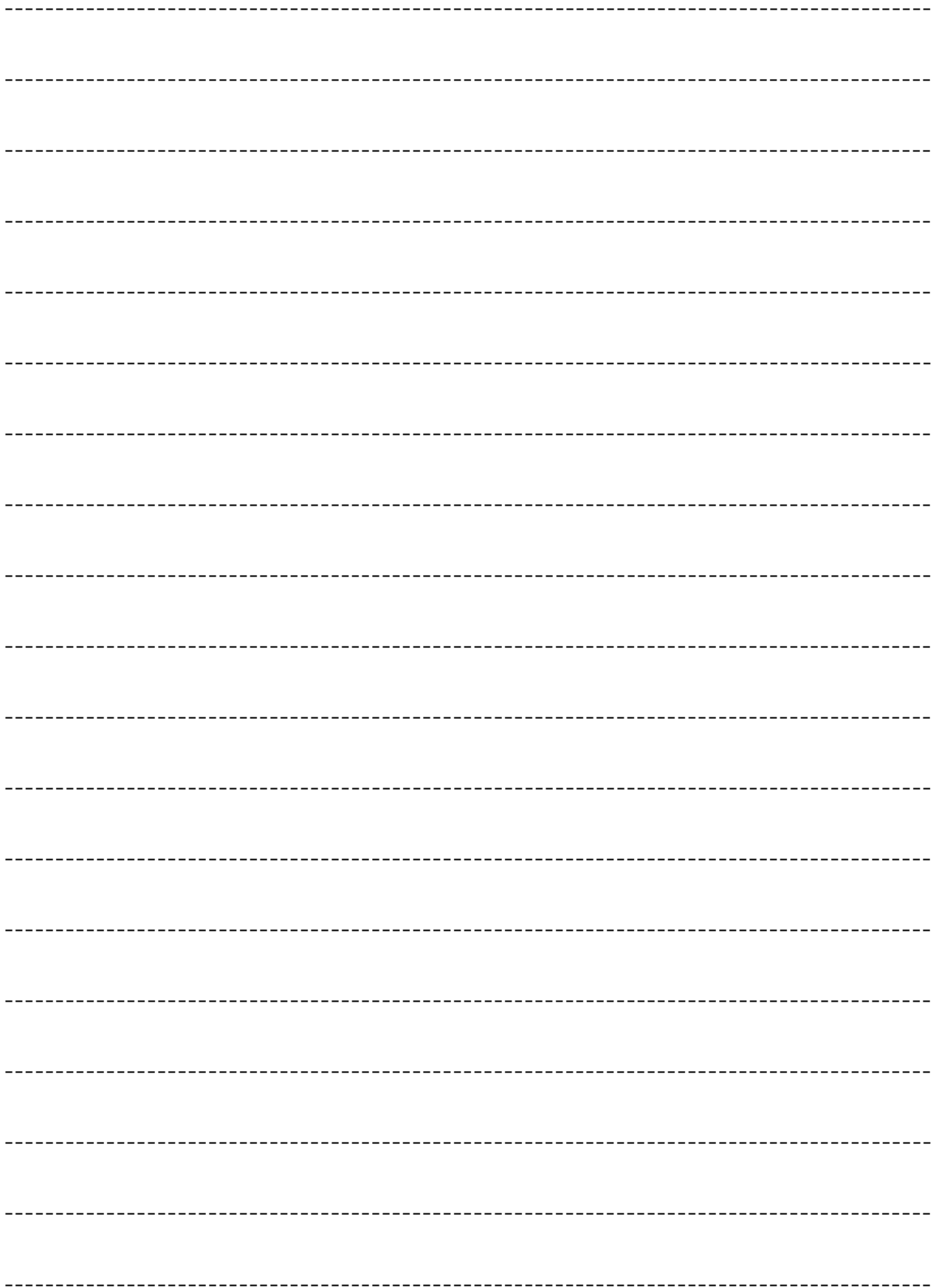
捷運

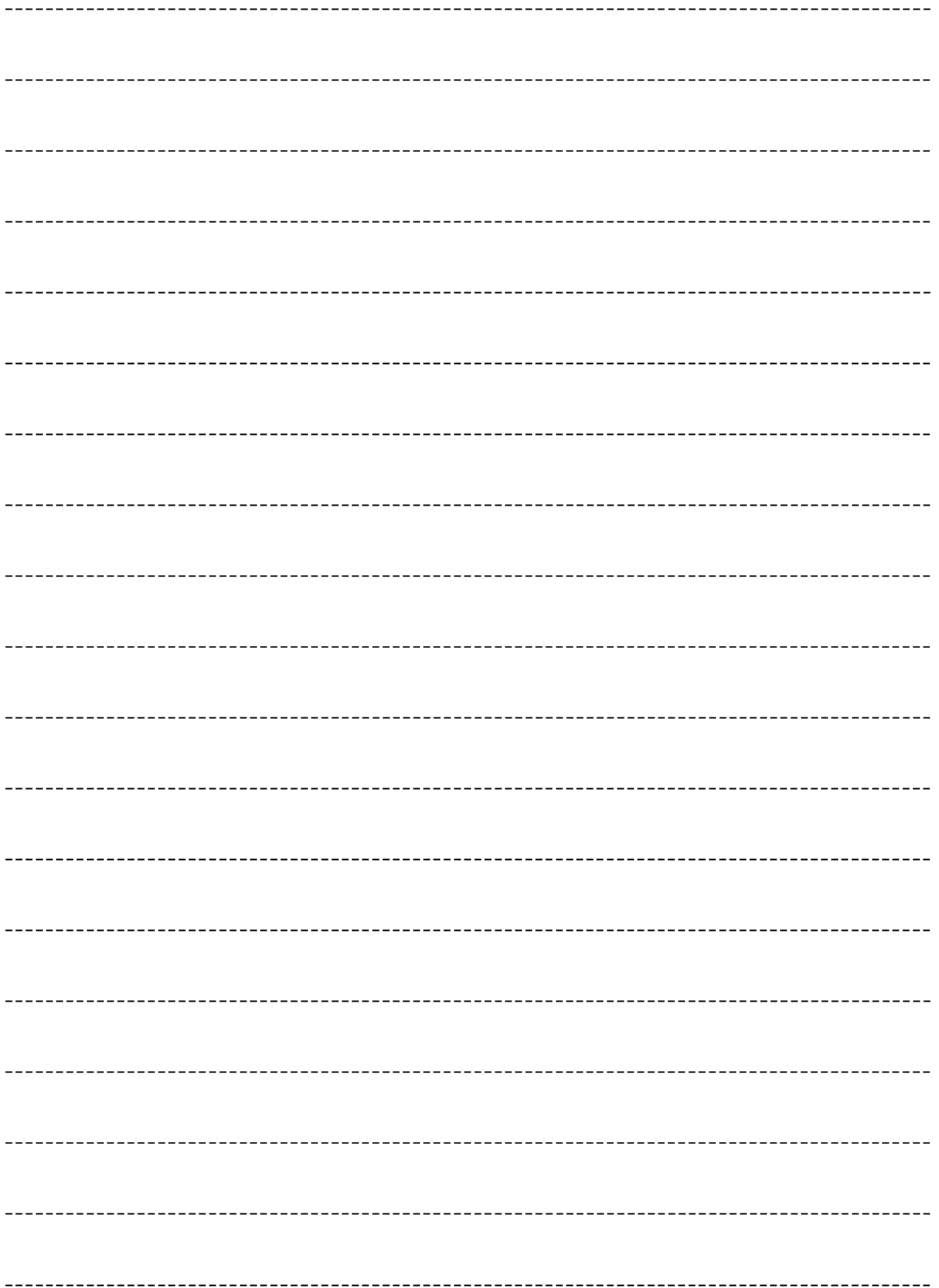
- 搭乘捷運淡水信義線至「台大醫院」站 2 號出口下車（距離本館步行時間約 5 分鐘左右）
- 搭乘捷運淡水信義線或松山新店線至「中正紀念堂」站 5 號或 6 號出口下車（距離本館步行時間約 10 分鐘左右）



公車

- 搭乘捷運淡水信義線至「台大醫院」站 2 號出口下車（距離本館步行時間約 5 分鐘左右）
- 搭乘捷運淡水信義線或松山新店線至「中正紀念堂」站 5 號或 6 號出口下車（距離本館步行時間約 10 分鐘左右）





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承辦單位 /  財團法人商業發展研究院
Commerce Development Research Institute

拓展新南向實戰營
Line 群組



東南亞國家
零售餐飲產業商情



走入英語角
FACEBOOK

