

Presentation Openings and Closings

Starting Strongly and Finishing with Impact

Name: _____ Date: _____

Lesson aims

- Greet the audience, introduce yourself and get attention with a clear hook
- State the aim of your talk and give practical information at the start
- Recap your main points and finish with a clear call to action
- Use the correct verb patterns (thank you for + -ing, the aim is to + verb, look forward to + -ing)

Warm-up: talk about it

- How do you usually start a presentation? What is the first thing you say?
- Which openings have grabbed your attention in the past: a question, a story, a surprising fact?
- How do you like to finish a talk? What do you want the audience to do afterwards?

1. Key vocabulary

Greeting and introducing

Word / phrase	Meaning	Example
welcome	greet people who have come to listen	Good afternoon, everyone, and welcome.
introduce yourself	tell people your name and role	Let me introduce myself. I'm Anna, the project manager.
be responsible for	be in charge of something	I'm responsible for the training programme.
background	information about the past or the situation	I'll give you some background before we start.
thank you for coming	a polite way to show you are glad people came	Thank you for coming on such a busy day.
pleased to be here	a friendly phrase for the start of a talk	I'm very pleased to be here today.

Hooking the audience

Word / phrase	Meaning	Example
hook	something at the start that gets people's attention	A surprising number can be a good hook.
grab attention	make people look and listen at once	A short story can grab the audience's attention.
rhetorical question	a question you ask to make people think; no answer is expected	Have you ever wasted an hour in a pointless meeting?
statistic	a number that shows a fact	One useful statistic: 40 per cent of emails are never read.
anecdote	a short, personal story	I'll begin with a short anecdote from last week.
imagine	ask people to picture a situation	Imagine you arrive at work and nothing is working.

Aim and outline

Word / phrase	Meaning	Example
aim	what you want to achieve with the talk	The aim of this talk is to explain the new process.
objective	a specific result you want	Our main objective is to cut costs by ten per cent.
by the end of this talk	when the talk is finished	By the end of this talk, you will know three simple ideas.
I'd like to show you	a polite way to introduce what you will present	I'd like to show you how the system works.
be about	have as the topic	My talk is about customer feedback.
I'll be talking about	I will present this topic	I'll be talking about our results for the first quarter.

Housekeeping

Word / phrase	Meaning	Example
housekeeping	practical information at the start, such as timing and when to ask questions	A little housekeeping before I begin.
feel free to	you are welcome to do something	Please feel free to ask questions at any time.
hold your questions	wait and ask later	Please hold your questions until the end.
it will take about	it will last for approximately	The talk will take about ten minutes.
mute your microphone	turn off your sound in an online meeting	Please mute your microphone while I speak.
share the slides	send the slides to the audience	I'll share the slides after the talk.

Recapping

Word / phrase	Meaning	Example
recap	repeat the main points briefly	Let me recap the three main points.
highlight	give special attention to something	I'd like to highlight one result in particular.
restate	say again in a clear way	Let me restate our key message: preparation saves time.
in short	to say it in a few words	In short, the plan is cheaper and faster.
main take-away	the one idea you want people to remember	The main take-away is that small changes help.
bring together	combine ideas into one picture	Let me bring these ideas together.

Ending with impact

Word / phrase	Meaning	Example
recommendation	advice about what to do	My recommendation is to start in January.
call to action	a clear request for the audience to do something	My call to action is simple: try it for one month.
next steps	the actions that should happen after the talk	The next steps are to choose a team and set a date.
I'd like to ask you to	a polite way to make a request	I'd like to ask you to send me your feedback.
thank you for your attention	a polite phrase to end a talk	Thank you for your attention.
take questions	answer questions from the audience	I'd be happy to take questions now.

Useful verb patterns

Pattern	Use
the aim OF this talk IS TO + verb	The aim of this talk is to explain the plan.
by the end, you WILL + verb	By the end, you will know three ideas.
thank you FOR + noun / -ing	Thank you for your attention. / Thank you for coming.
I'd like TO + verb	I'd like to show you the results.
feel free TO + verb	Please feel free to ask questions.
ask people TO + verb	I'd like to ask you to try this idea.
be responsible FOR + noun / -ing	I'm responsible for training new staff.
look forward TO + noun / -ing	I look forward to hearing your questions.

2. Useful phrases for openings and closings

Purpose	Useful phrases
Greeting	Good morning, everyone, and welcome. Thank you for coming today. Let me introduce myself. I'm responsible for...
Hooking	Have you ever wondered why...? Imagine that you... Did you know that...? Let me start with a surprising figure.
Aim and housekeeping	The aim of this talk is to... By the end, you will... The talk will take about ten minutes. Please feel free to ask questions at any time.
Closing	Let me recap the main points. My recommendation is to... I'd like to ask you to... Thank you for your attention. I'd be happy to take questions.

3. Model talk

Listen to (or read) a short talk about making meetings shorter. Notice how it opens, how it gets attention and how it ends. Underline the vocabulary from Section 1.

WELCOME

Good afternoon, everyone, and welcome. Thank you for coming. Let me introduce myself: my name is Sara Doyle, and I'm responsible for team scheduling.

HOOK

Imagine this. You arrive at work on Monday, and by Friday you have spent ten hours in meetings. Did you know that the average employee spends about a quarter of the week in meetings? And most people say that half of that time is wasted.

AIM

The aim of this talk is to show you a simple way to make our meetings shorter. By the end, you will have three ideas that you can use next week.

HOUSEKEEPING

A little housekeeping before I begin. The talk will take about ten minutes. Please feel free to ask questions at any time, or you can hold them until the end. I'll share the slides afterwards.

BACKGROUND

Let me give you some background first. Last year we ran an experiment with two teams. One team set a clear agenda for every meeting. The other team changed nothing. The result was clear: the first team's meetings were twenty minutes shorter.

RECAP

Let me recap the main points. First, write an agenda. Second, set a time limit. Third, end every meeting with clear next steps. The main take-away is simple: preparation saves time.

CALL TO ACTION

So, my recommendation is to try this for one month. I'd like to ask you to choose one meeting this week and write an agenda for it. Please send me your results by the end of the month.

ENDING

Thank you for your attention. I'd be happy to take questions, and I look forward to hearing how it works for you.

Exercise 1: Openings and closings in context

Type the missing word. The first letter is given to help you.

1. Thank you for your a _____. I'd be happy to take questions.
2. I'm r _____ for training all the new staff in our department.
3. Please feel f _____ to ask questions at any time.
4. The a _____ of this talk is to explain our new booking system.
5. Before I finish, let me r _____ the three main points.
6. Did you k _____ that most people forget half of a talk within a day?
7. Good morning, everyone, and w _____. Thank you for coming.
8. Let me i _____ myself. My name is Anna Reid and I work in finance.

Exercise 2: Choose the correct word

Choose the correct preposition or particle for each sentence.

at about for on with of to

1. Today I'll be talking _____ our new booking system.
2. I'd like to ask you _____ send me your results.
3. I'm responsible _____ the training programme.
4. I'd like to start _____ a question.
5. The aim _____ this talk is to explain the new process.
6. Please feel free to ask questions _____ any time.
7. I'll focus _____ the three main benefits.
8. Thank you _____ coming today.

Exercise 3: Find and fix the mistake

Each sentence has one mistake in the highlighted part. Type the correct word.

1. The aim of this talk is to **explaining** the new system. Correction: _____
2. Thank you **to** your attention. Correction: _____
3. Let me **present** myself. My name is Tom and I work in sales. Correction: _____
4. I look forward to **hear** your questions. Correction: _____
5. Did you **knew** that most people forget half of a talk within a day? Correction: _____
6. By the end of this talk, you **are** know three useful ideas. Correction: _____

Exercise 4: Match the definition

Read the definition. Choose the correct word or phrase.

1. A number that shows a fact
 - a) background
 - b) statistic
 - c) anecdote
 - d) objective
2. Practical information at the start, such as timing and when to ask questions
 - a) housekeeping
 - b) recap
 - c) background
 - d) objective
3. A clear request for the audience to do something after the talk
 - a) background
 - b) recap
 - c) call to action
 - d) anecdote
4. A question you ask to make people think, when you do not expect an answer
 - a) recap
 - b) rhetorical question
 - c) call to action
 - d) recommendation
5. A short personal story told at the start of a talk
 - a) statistic
 - b) handout
 - c) agenda
 - d) anecdote
6. Repeat the main points briefly at the end
 - a) recap
 - b) mute
 - c) hook
 - d) welcome

Exercise 5: Sort the phrases

Choose the group that each phrase belongs to.

A Housekeeping	B Ending with impact	C Recapping
D Aim and outline	E Greeting and introducing	F Hooking the audience

1. "let me recap the main points" **Group:** ____
2. "the talk will take ten minutes" **Group:** ____
3. "imagine that..." **Group:** ____
4. "let me introduce myself" **Group:** ____

5. "I'd like to ask you to..." **Group:** ____
6. "feel free to ask questions" **Group:** ____
7. "the aim of this talk is to..." **Group:** ____
8. "did you know that...?" **Group:** ____

Exercise 6: Build the sentence

Put the words in the correct order to make a sentence.

1. I'd / you / to / week. / ask / try / idea / next / this / to / like

2. for / coming / thank / morning, / you / today. / and / Good / everyone,

3. finish. / me / I / points / main / three / before / recap / Let / the

4. to / any / questions / Please / ask / free / feel / time. / at

5. five / that / Imagine / have / to / a / give / you / minutes. / talk / in

6. show / to / simple / three / of / you / ideas. / aim / talk / this / The / is

Exercise 7: Best phrase for the situation

Choose the most suitable thing to say in a professional presentation.

1. You prefer to answer questions at the end.
 - a) Please hold your questions until the end, and I'll answer them then.
 - b) No questions, please.
 - c) Questions are boring, so please don't.
 - d) You can ask me, but I might not answer.
2. You have finished and want to invite questions.
 - a) I've finished, so you can go.
 - b) Thanks. I hope you understood.
 - c) That's it. Any problems?
 - d) Thank you for your attention. I'd be happy to take any questions.
3. You are speaking to people who do not know you.
 - a) I'm Anna. That's all you need.
 - b) Let me introduce myself. I'm Anna, and I'm responsible for customer support.
 - c) My name is on the first slide.
 - d) You don't know me, but I'm important.

4. You want to tell the audience what they will gain.
 - a) By the end of this talk, you'll know three ways to save time.
 - b) I hope this is not too boring.
 - c) In this talk I talk a lot of things.
 - d) This talk is about stuff.
5. You want to get the audience's attention at the start.
 - a) Hello, hello, is this working?
 - b) Okay, can everyone be quiet now?
 - c) Did you know that most people forget half of a talk within a day?
 - d) I'm going to start my talk.
6. You want the audience to act after the talk.
 - a) That's all, thank you, bye.
 - b) My recommendation is to start next week. Could you each choose one task to try?
 - c) Maybe somebody will try it someday.
 - d) Do it, because I said so.

Exercise 8: Hooks and calls to action

Choose the best option.

1. Best hook for a talk about saving energy at work
 - a) Did you know that our offices use as much energy at night as during the day?
 - b) Today I'll talk about energy.
 - c) My talk has five slides about energy.
 - d) Energy is a very important topic.
2. Best hook for a talk about safety in the warehouse
 - a) Please listen to the safety rules.
 - b) Imagine you are alone in the warehouse and the alarm sounds. Do you know what to do?
 - c) Safety is very, very important.
 - d) This talk is about safety.
3. Best way to start the recap at the end
 - a) I forgot the last one.
 - b) That was my talk.
 - c) So, yes, many points.
 - d) To recap: plan, practise and keep it short.
4. Best call to action after a talk about recycling
 - a) Maybe we can do something.
 - b) Think about it sometime.
 - c) Please put a recycling bin next to your desk by Friday.
 - d) Recycling is good.

Exercise 9: Say it yourself

Write one or two sentences for each situation, as if you were speaking. Use language from this lesson.

1. Introduce yourself to an audience: say your name and what you do.

2. State the aim of your talk and say what the audience will know at the end.

3. Finish your talk: recap in one sentence and make a call to action.

4. Write a hook for a talk about saving time at work. Use a question, a number or 'Imagine'.

Your turn: open and close a talk

Choose a topic from your own work. Write one or two sentences for each step, using at least eight words or phrases from this lesson. Then give the opening and the closing aloud, and record yourself if you can.

1. Greeting - Welcome the audience, thank them for coming and introduce yourself.

2. Hook - Get attention with a question, a statistic, a short story or 'Imagine...'.

3. Aim and housekeeping - State the aim, say what the audience will gain, and explain timing and questions.

4. Main message - Say your key message in one clear sentence.

5. Recap - Repeat the main points briefly (Let me recap...).

6. Call to action and ending - Make a recommendation, ask the audience to act, thank them and invite questions.

Self-check

- [] I used at least eight words or phrases from the lesson.
- [] I used a hook that grabs attention.
- [] I stated the aim and what the audience will gain.
- [] I used the correct patterns (thank you for + -ing, the aim is to + verb).
- [] I finished with a recap, a clear call to action and an invitation for questions.

TEACHER ANSWER KEY - DO NOT DISTRIBUTE**Presentation Openings and Closings: Starting Strongly and Finishing with Impact (Level B1+)**

The worksheet order is fixed; answers below follow the printed numbering. The interactive HTML version shuffles item order and answer positions each time it is opened.

Exercise 1: Openings and closings in context

1. attention
2. responsible
3. free
4. aim (also accept: purpose)
5. recap (also accept: summarise, summarize, repeat, restate)
6. know
7. welcome
8. introduce

Exercise 2: Choose the correct word

1. about; 2. to; 3. for; 4. with; 5. of; 6. at; 7. on; 8. for

Exercise 3: Find and fix the mistake

1. The aim of this talk is to **explain** the new system. (accept: explain)
2. Thank you **for** your attention. (accept: for)
3. Let me **introduce** myself. My name is Tom and I work in sales. (accept: introduce)
4. I look forward to **hearing** your questions. (accept: hearing)
5. Did you **know** that most people forget half of a talk within a day? (accept: know)
6. By the end of this talk, you **will** know three useful ideas. (accept: will)

Exercise 4: Match the definition

1. b; 2. a; 3. c; 4. b; 5. d; 6. a
1. A statistic is a number or figure that supports a fact.
 2. Housekeeping covers practical points like time and questions.
 3. A call to action tells people what to do next.
 4. A rhetorical question makes the audience think.
 5. An anecdote is a short, personal story.
 6. To recap means to repeat the main points in a short way.

Exercise 5: Sort the phrases

1. C (Recapping); 2. A (Housekeeping); 3. F (Hooking the audience); 4. E (Greeting and introducing); 5. B (Ending with impact); 6. A (Housekeeping); 7. D (Aim and outline); 8. F (Hooking the audience)

Exercise 6: Build the sentence

1. I'd like to ask you to try this idea next week.
2. Good morning, everyone, and thank you for coming today.
3. Let me recap the three main points before I finish.
4. Please feel free to ask questions at any time.
5. Imagine that you have to give a talk in five minutes.
6. The aim of this talk is to show you three simple ideas.

Exercise 7: Best phrase for the situation

1. a; 2. d; 3. b; 4. a; 5. c; 6. b
1. Be polite and say when you will answer.

2. Thank the audience and invite questions politely.
3. Give your name and your role clearly and politely.
4. A clear benefit keeps the audience interested.
5. A surprising fact or question is a strong hook.
6. A clear, polite request is an effective call to action.

Exercise 8: Hooks and calls to action

1. a; 2. b; 3. d; 4. c

1. A surprising fact makes people want to listen.
2. An 'imagine' situation with a question involves the audience.
3. A short recap repeats the key ideas clearly.
4. A good call to action is specific and has a deadline.

Exercise 9: Say it yourself

1. Model: Good morning, everyone, and welcome. Let me introduce myself: I'm Anna Reid, and I'm responsible for customer support. (Greet people, give your name and your role.)
2. Model: The aim of this talk is to explain our new process. By the end, you will know how to use it. (Use 'The aim of this talk is to...' and 'By the end, you will...'.)
3. Model: Let me recap: plan, practise and keep it short. I'd like to ask you to try this in your next meeting. (Recap first, then make a clear request.)
4. Model: Did you know that the average person loses two hours a day to emails and interruptions? (Try a surprising fact, a question or 'Imagine that...'.)

Accept any accurate, natural sentence that uses suitable language from the lesson.

Teacher notes

- Suggested timing (60 minutes): warm-up 5 min; vocabulary groups 15 min (students sort the phrases into the six groups first); model talk (listen, then read, then underline the opening and closing language) 10 min; exercises 1 to 5 in class 20 min; exercises 6 to 9 for homework or the next lesson; 'Your turn' task as a speaking activity with feedback.
- Hook types to discuss: a question, a surprising statistic, a short anecdote, an 'imagine' scenario, a quotation. Ask the student which suits a formal audience and which suits a team meeting.
- Grammar focus: 'thank you for' + noun or -ing; 'the aim of this talk is to' + infinitive; 'look forward to' + -ing (to is a preposition here); 'I'd like to ask you to' + infinitive; 'be responsible for' + noun or -ing.
- Common B1 errors: 'thank you to your attention' (for); 'the aim of this talk is explain' (to explain); 'I look forward to hear' (hearing); 'present myself' (introduce myself); 'did you knew' (did you know).
- Pronunciation to check: word stress on staTIStic, ANecdote (first syllable), recommenDAtion, obJECtive and rheTORical. Practise a rising tone on the hook question and a falling tone on the final 'Thank you'.
- Extension: ask the student to give the opening and closing twice. After the first attempt, give feedback on the hook and the call to action, then ask her to repeat both with one improvement.