Daniel's Trade Fair Talk (B1 · English B1)

Tekst / Transcript

Daniel had never spoken in front of a big audience before. His company sold garden tools, and his boss asked him to give a presentation at a trade fair in Manchester. He had two weeks to prepare. Every evening after dinner he practised in the kitchen while his cat watched him from the table. His wife listened patiently and told him when he spoke too fast.

He decided to build the talk around pictures instead of long lists of numbers. He had loved photography since he was a teenager, so he took his camera into local gardens and photographed people using the tools. One farmer laughed and made a funny comment about Daniel lying in the mud for a better angle. Daniel used that line in his talk, and it always made people smile. He was careful to quote the farmer correctly, because he did not want to change the man's words. He also found a beautiful quotation from an old gardening book, which he put on his first slide.

The morning of the fair was stressful. His train was late, and there was almost no phone signal in the tunnel, so he could not tell anyone. When he finally arrived, a woman from the press was already waiting to interview him for a garden magazine. Daniel answered her questions honestly and gave her a card. He then discovered that one box of samples had the wrong label on it, and he had to sort everything again in five minutes.

In the hall, about sixty people sat and waited. Daniel took a deep breath and began. He explained that good communication between designers and gardeners was the reason his company had grown. He made a short reference to a competitor's product, but he stayed polite about it. Somebody in the third row asked a difficult question about prices, and Daniel admitted that he did not know the answer yet. Later he learned that this honesty had impressed several buyers. Afterwards, a shop owner told him that his view of the market was refreshing and clear.

That evening the organisers filmed a short version of his talk for their website. Daniel watched it later at home and hated the sound of his own voice. His wife told him that every viewer would only notice how much he cared about his subject. Three days later, two new customers called the office. His boss shook his hand and asked him to speak again next year.

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