



English for Product Press Conference

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1



English for Product Press Conference

- The essences of English for product press conferences are to be clear, concise, and engaging. Speakers should use simple language that is easy for a wide audience to understand. They should also avoid jargon and technical terms unless they are absolutely necessary.

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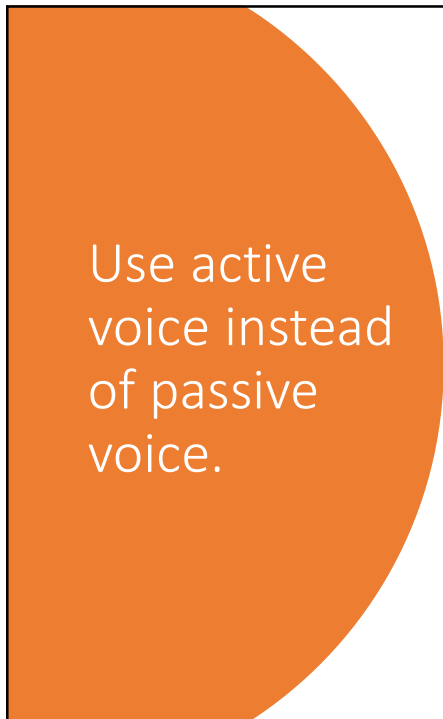
2



Some specific
tips for speaking
English at a
Product Press
Conference:

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3



Use active
voice instead
of passive
voice.

- Active voice is more direct and engaging, while passive voice can be confusing and boring.
 - Passive voice: The product was developed by a team of experienced engineers.
 - Active voice: Our team of experienced engineers developed the product.

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4

Use strong verbs.

- Strong verbs are more vivid and memorable than weak verbs.
 - Weak verb: The product helps users to do things more efficiently.
 - Strong verb: The product empowers users to achieve their goals faster.

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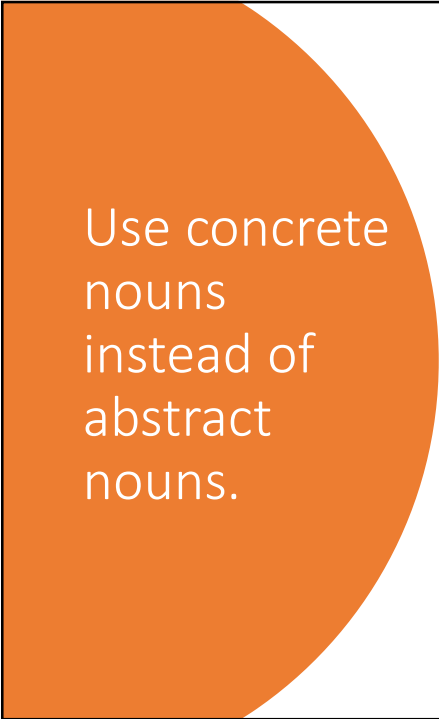
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Use vivid adjectives and descriptive Language.

- Use vivid adjectives to create a clear and appealing image of the product..
 - Vivid adjectives: Our sleek, elegant design enhances user experience.

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6



Use concrete nouns instead of abstract nouns.

- Concrete nouns are more specific and easier to understand than abstract nouns.
 - Abstract noun: The product improves user experience.
 - Concrete noun: The product makes it easier for users to complete tasks.

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7



Use simple sentences.

- Simple sentences are easier to follow and understand than complex sentences.
 - Complex sentence: The new product, which is designed to improve user experience, is now available for purchase.
 - Simple sentence: You can buy the new product now, and it will make your life easier.

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8

Use transition words and phrases to connect your ideas.

- This will help your speech flow more smoothly and make it easier for the audience to follow.
 - Without transition words: The product is easy to use. It has a number of features that make it unique. It is available for purchase.
 - With transition words: The product is easy to use, and it has a number of features that set it apart from the competition. You can buy it **now**.

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9

Vary your sentence structure.

- This will make your speech more interesting and engaging.
 - Repetitive sentence structure: The new product is easy to use, and it is powerful. It is also affordable, and it is available now. (S+ v.to be+ adjective))
 - Varied sentence structure: The new product is easy to use, yet (it is) powerful. It is affordable, and it is available now in select markets.

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10

Use pauses
and
emphasis to
emphasize
your key
points.

- This will help the audience to remember what you are saying.
 - Without pauses and emphasis: The new product is the most innovative product on the market.
 - With pauses and emphasis: The new product is the most innovative product on the market. [pause] **It is truly revolutionary.** [emphasis]

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11

Be
enthusiastic
and
passionate
about your
product.

- This will help to generate excitement and interest in the audience.
 - Unenthusiastic: The new product is a great addition to our lineup.
 - Enthusiastic: I am so excited to announce the launch of our new product! It is the best thing we have ever done.

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12

Use Pronouns for Engagement

- This will help address the audience using “you” and “your” to involve them.
 - Less involvement: Our goal is to implement this new technology.
 - More involvement: Our goal is to empower you with this groundbreaking technology.

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13

Use Storytelling

- Narrate real-life scenarios or user stories to illustrate the product's benefits.
 - "Imagine a small business owner who used our software to double their sales."
 - "Let's have a look at how our Apple watch saved lives of its users."

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14

Exercise: Rephrase the following speeches, so speakers can deliver clear, concise, and engaging speeches at product press conferences.

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15

The speeches that need to be rephrased.

- "The product is affordable, but it is not the cheapest on the market."
- "The product is easy to use, but it does have some advanced features."
- "The product is new, but it is already generating a lot of interest."
- "The product is available now, but it will be released in more countries later this year."

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16

Possible answers:

- "The product is competitively priced, although it is not the cheapest."
- "The product is user-friendly, yet it also offers powerful features for experienced users."
- "The product is fresh and innovative, and it is quickly gaining momentum."
- "The product is available now in select markets, and it will be rolled out to more countries in the coming months."

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