**Writing exercise**

As a young businessman of your community you have been invited to make a presentation in your associatrion’s annual conference about how innovative ways of using the internet can promote business today.

Discuss in what ways internet has facilitated your work and has hleped your business to grow. You can think in terms of the following points.

* advertising/marketing
* Public Relations
* communication with customers
* social media
* keeping up to date with recent advances in the business world
* finding useful information
* online seminars
* e-commerce, e-banking

You should structure your talk in paragraphs:

1. Introduction (present the topic)
2. Main body (one paragraph for each point you will analyse)
3. Conclusion (brief summary of main points, stress the importance of using technlology to promote your business)

Useful language

First and foremost, secondly, another point I would like to stress ….., In addition, Finally

It is my strong belief that ……., I strongly believe that….., To my view/In my opinion ……….

Let’s see an example of ……., Let me analyse …… For example …….

It is widely accepted today that ……, Most people would agree that……, It is estimated that ……