

Excellent Presentation

"He who wishes to talk well must first think well." Anon

Purpose

An introduction to and practical application of the key steps required to prepare and deliver effective business presentations.

Target Audience

Individuals required to make presentations at work to an audience, whether in a formal or informal setting, and who needs to develop their skills and confidence.

Learning Outcomes

By the end of the course delegates will be able to:

- Create impact in presentations
- Understand the elements of a good presentation
- Prepare and produce a powerful, persuasive and professional business presentation
- Demonstrate the use of a variety of skills and visual aids
- Assess the needs of the audience and capture their attention
- Handle audience participation
- Understand their fears and how to deal with nerves

Key Topics

- Benchmarking and Clarity of purpose
- Getting to know the audience, Audience types; Controlling the audience and understand what they want
- Developing persuasive content
- Preparation ; preparing for the unexpected
- Planning the structure Beginning/middle/end of a presentation
- Visual aids, equipment, supporting materials; the power of anecdote and case studies
- Positive and creative thinking
- Impact of body language
- How to appear confident
- Handling questions
- Common faults
- Closing with impact.

Course Duration

2 days.