Purpose, Objective and Outcome

Delivering an effective presentation can be the differentiator that provides the competitive edge for you. High impact presentations are well remembered. This program attempts to demystify the stress and nerves surrounding a presentation. The intent is to provide a structured methodology for participants to prepare and deliver an effective, high impact presentation that meets the objectives and brings results.

Specific guidelines for preparing presentation and practice sessions will be provided with feedback from co-participants and the Program Coach.

At the end of the workshop, participants will be able to:

- Use a structured presentation methodology (Pyramid Method) to prepare presentation material and effective visual aids
- Determine and develop personal presentation style
- Find ways to overcome nervousness for presentation
- Recognize presentation weak spots and areas for improvement
- Learn, practice and acquire the skills necessary to deliver effective, presentation with clarity and impact
Designed For

- Marketing and Sales Professionals
- All managers and staff positions including technical staffs
- Frontline staffs and executives whose job roles required them to make presentations frequently – either internally or externally

Methodology

Demonstrations, videos, skills practices, with feedback from co-participants and the Program Coach

Language Medium

English, but can supplement with Cantonese and Putonghua if needed, depending on the needs of participants

Fee (Inclusive of Tea, Coffee Breaks and Lunch) to make learning convenient & time effective

HK$ 2,600
Early Bird Discount / Group Discount – HK$ 200 each person

Content Outline

Defining Presentation
- What Is It and What It Is Not
- Common Issues and Mistakes
- Methodology for Preparing and Delivering Presentation

Presentation Performance
- Presentation Behaviours, nervousness and how to overcome it
- Moving Well – Body Language and Self Control
- Use of Words, Pitch, Voice and Tone
- Personal Style
- Setting the Mood and Gearing Up Psychologically
How to Make Delivery that Creates Interests and Clarity
Getting Your Message Across
How to Use Visual Aids
Right Ways and Wrong Ways to Use Notes
The Use of Pause
Observe and Read Your Audience While Presenting
Handling Questions – Thinking Under Pressure
Handling Difficult Situations and Issues

Presentation Planning and Preparation
Research Your Audience
Determine Objectives, Creating a Theme
Working to a Presentation Format – The Pyramid Model
Questions to Be Considered
Creating Visual Aids
Logistics and Preparing the Venue
Rehearsing Presentation Styles – Practice Makes Perfect

Presentation Evaluation and Feedback
A Checklist for Evaluating Effectiveness of Presentation
Co-Participant Feedback
Program Instructor Summary and Feedback