

WRITING AND PRESENTING IN PUBLIC

DESCRIPTION

A two day practical course that gives participants the opportunity to learn and to practice presentation skills and techniques in a safe and positive environment. We use minimum theory, maximum tips and practice, structured feedback, and video recording to ensure that participants get the most out of the time spent.

AGENDA

- 1. Introduction**
- 2. Planning the Presentation**
 - a. Know your audience
 - b. Beginnings and endings
 - c. Using Visual Aids
 - d. Using notes
- 3. Writing Presentations**
 - a. The Pyramid Principle in action
 - b. Building a story
 - c. Distilling the main message
 - d. Getting the message across
- 4. Dealing with questions, objections and push-back**
- 5. Facilitating discussions and engaging with the audience**
- 6. Non-verbal behaviour**
- 7. Executing the presentation**
 - a. Preparing and using notes
 - b. Preparing and using visual aids
 - c. Breathe life into your presentation
 - d. Show energy and confidence
 - e. The presentation itself
 - f. Conclusion

TARGET AUDIENCE

Any individual who presents in front of an audience (large or small), and who wishes to present themselves effectively.

OBJECTIVES

To understand what comprises effective presentations, what to do, what not to do, and to practice these skills in a safe environment. Participants walk out with confidence in themselves when presenting.

TAKE-AWAYS

Handout of all the course slides

Handout of "Do's and Don't's in Presenting"

Hard copy and PDF of the Pyramid Principle Sheet

"My Objectives" sheet

Each participant receives a USB key of their individual presentations, including the feedback of each session.