

program outline



Presentation

Objectives:

Whether you present to small intimate groups or large forums, this program covers every step from the preparation of material through to the delivery of the presentation itself. It provides the tips and techniques experienced speakers use to effectively communicate their message to the most discerning and demanding audiences.

Content:

DAY 1

- What makes a compelling communicator/presenter?
- Building confidence and overcoming nerves
- Preparing for success
- Making the first minute count
- Understanding different audience motivations & styles
- Managing timing, length and logistics
- Logistics
- Tailoring your presentation to your audience
- Developing a clear purpose
- Structuring a message for both informal discussions and formal presentations

DAY 2

- Creating a powerful first impression
- What makes your persuasive?
- Effective verbal & non-verbal communication - eye contact, body language & hand gestures.
- Use of voice, stance and use of space
- Managing and interacting with visual aids to your advantage
- Handling questions, objections and audience involvement

Note:

Participants will present in front of the group in a range of formats typical to the types of presentations they give. Participants are videoed across the program, with feedback discussed on delivery and style.

Outcomes:

- Preparing and delivering successful and persuasive presentations more confidently
- Being more effective when presenting ideas or recommendations to internal or external clients
- Positively influencing an audience (customers / stakeholders)
- Effectively positioning the organisation in the marketplace
- Reflecting an appropriate image of the company, products and services
- Communicating the desired message more effectively.

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