

EFFECTIVE PRESENTATION SKILLS



SM105
Sales &
Marketing

COURSE TITLE

EFFECTIVE PRESENTATION SKILLS

COURSE DATE/VENUE

01 – 05 March, 2021

London, UK

COURSE REFERENCE

SM105

COURSE DURATION

05 Days

DISCIPLINE

Sales & Marketing

COURSE INTRODUCTION

Presentation skills are critical for achieving excellence at workplace. The Presentation skills are essential for individuals and team interaction. This workshop will help the participants to develop effective presentation skills that exhibit a number of features, including process, content, structure, packaging, delivery and human touch elements.

Presentations and reports are ways of communicating ideas and information to a group. But unlike a report, a presentation carries the speaker's personality better and allows immediate interaction between all the participants. An effective presentation has a number of requirements, including content, structure, packaging, communication and human elements.

This workshop lays out the core principles to build presentation skills appropriate to each person and the wide variety of situations in which we need to perform. It draws on perspectives from psychology, linguistics, sociology, and hard practical experience to help the participants create simple, clear and compelling presentations and deliver them

effectively. The workshop involves an active and confidence-building of coaching and fun workshops with an inspiring presentation coach.

By the end of this course, the attendees will be able to, Know their current presentation style, Deal with their Nervousness, Plan for their Presentations, Prepare for Presentations, Develop and use visual Aids, Delivering the Presentation, Question and Answer Time and Techniques

COURSE OBJECTIVE

The participants will learn how to:

- Enhance their active listening skills to anticipate and avoid common misunderstandings.
- Eliminate the roadblocks that undermine their ability to communicate efficiently and effectively.
- Understand the process of developing presentation.
- Develop techniques and practice skills to help participants make more effective presentations.
- Understand the importance of preparation.
- Develop an understanding of structure and the key components of successful presentations.
- Plan and make a presentation.
- Deliver presentations to various levels of audience.
- Practice the art of observation and provide feedback to colleagues on delivering presentations.
- Prepare an action plan to implement on return to work.

COURSE AUDIENCE

This course is suitable for managers, coordinators, supervisors, engineers, assistants and administrators responsible for tenders, contracts, procurement, purchasing, supply, projects, planning, operations, construction, technical support

COURSE CONTENT

Module 1: Introduction & Course Overview

- Introductions and Participant's Expectations
- Daily Schedule Outline
- Outline of Objectives and Key Topics

Module 2: Managing Effective Communications

- Exercise: Extent of Good Presentation
- Outline and Review of the Participants' Mock Presentation Tasks:
- Task 1: Group Presentation
- Task 2: Individual Presentation
- Quiz: How Good Are Your Listening Skills?
- Active Listening
- Exercise: Are You Listening?
- True Communication
- Communication Methods
- Do's and Don'ts While Communicating with Panelists.
- Controlling Emotions and Feelings While Communicating
- Importance of Tone and Pitch in Verbal Communication
- Understanding Body Language and Gestures and its Role in Communication
- Effective Ways to Answer Questions

Module 3: Presentation Skills (Part 1-Process and Structuring)

- Presentation Skills Overview
- Managing Communications
- Making the Case
- Defining your Objectives
- Determining Your Audience's Needs
- Gathering Information
- Strategies and Style of Presentation
- Getting the Equipment Right (audio-visual aids)
- Exercise: Define the Objectives of Your Presentation

- The Presentation Itself (Part i)
- The Presentation Itself (Part ii)
- Practical Scenarios
- Handling the Audience

Module 4: Presentation Skills (Part 2: Practical sessions)

- Participants to prepare and present their mock presentation assignments assigned at the beginning of the course.
- Preparation of Presentation Tasks
- Delivery of Presentation Tasks
- Observation Techniques

Module 5: Closing

- Participants' Personal Action Plans (PAP)
- Open forum: Review of Expectations
- Q & A

COURSE CERTIFICATE

TRAINIT ACADEMY will award an internationally recognized certificate(s) for each delegate on completion of training.

COURSE FEES

\$6,150 per Delegate. This rate includes participant's manual, Hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

COURSE METHODOLOGY

The training course will be highly participatory and the course leader will present, guide and facilitate learning, using a range of methods including formal presentation, discussions, sector-specific case studies and exercises. Above all, the course leader will make extensive use of real-life case examples in which he has been personally involved. You will also be encouraged to raise your own questions and to share in the development

of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Case studies & Practical Exercises
- 10% Role Play
- 10% Videos, Software or Simulators (as applicable) & General Discussions

