

Presentation Skills

Audience: Anyone

Prerequisites: None

Course Duration: 1 or 2 days depending on specific requirements

Course Level: Beginners & Intermediate

We all want to give interesting, effective and memorable presentations. Your main objective as a presenter is to deliver a message. Your presentation is your pitch. To deliver that pitch perfectly, you need to borrow from a variety of fields; psychology, art & design, IT, politics and of course your own domain which is the subject of the presentation.

To deliver a great presentation you must use all of these domains, which means you must master the following:

- **Understand the psychology of your audience** and prepare your message accordingly to appeal to their emotions and get maximum results.
- **Create a “wow” factor** by using the latest IT tools and technology to put your ideas together and organise your content.
- **Appeal to the artistic side of your audience** and design your presentation to look professional.
- **Deliver with confidence** to show that you understand your own content and appear convincing.
- **Leave a long lasting positive effect on your audience** so that they would never forget your message.

This course covers all of the above areas by using a variety of interactive and practical exercises which prepare the delegates for their ultimate presentation. This course explores the latest methodologies used in delivering presentations.

By the end of this course, participants will be able to:

- Identify the **fundamental parameters** of a good presentation
- **Engage** your audience and get their fullest **attention**
- Prepare your **story**, understand what you want to show and record it
- Design **high-impact slides** that deliver your message **efficiently**
- **Deliver** your presentation with **confidence** and leave a **positive and memorable experience** for the audience
- Control your **environment** to have the highest impact

See the following page for more detail on what you will learn on this course.

Presentation Skills

In this highly practical course you will learn:

Presentation Types

- What are the implications of the size of the audience?
- How to approach the design of a presentation and learn which areas you need to focus on most?
- What types of presentations exist and what are the differences between them?
- How different types of audiences dictate different kinds of presentations?

Approach

- What techniques can you use to engage the audience such as laughter, story-telling, etc.?
- What can you do to make your presentation *viral* so that your audience will spread your message through word of mouth?
- How to make an engaging story that your audience will remember?
- How to have an impact?
- How to start your presentation to fully engage your audience?

Preparation

- What steps do you need to take to prepare a presentation from a blank sheet all the way to a comprehensive presentation?
- How to use interactive content to engage the crowd?
- What types of content you need to produce?
- What questions do you need to ask yourself?

Structure

- How to use a minimal slide design to get maximum effect?
- How to do storyboarding?
- How to structure the slides to get maximum effect?
- What to avoid when designing your slides?
- How to avoid "Death by Power Point"?
- How to place various components such as text, images and headings on your slides for maximum clarity and impact?

Delivery

- How to deliver a presentation with reduced anxiety?
- How to have the correct body language so you come across as a 'great' presenter?
- How to become a communicator rather than act only as a presenter?
- How not to bore the crowd and how to handle questions?

Environment

- How to take advantage of the environment?
- What not to do during presentations which may undermine you or your message?