

## Workshop Outline

# Professional Presenting

## Overview and Objectives

This full day personal development workshop builds on your existing skills so you can give presentations which are thoughtfully prepared, skilfully delivered and connect with your audience for maximum impact. The course is intended for business professionals who present to clients or colleagues on a regular basis, and want to give their best possible performance.

## What will you learn from this course?

The format of the day will be an instructor-led session with group discussions and exercises which cover fundamental concepts such as:

- Why are some presentations or presenters so bad?
- Where should you start when planning your next presentation?
- Who is the audience, what motivates them and will they get what they want from you?
- What materials, props, and visual aids should you prepare?
- Which information should you include, and in what format?
- How to make sure your next audience gives you applause, not snores

## Will you learn to use presentation software on this course?

PowerPoint, Keynote and other slideshow software is a staple of the modern business world. While this course is ideally suited to address some of the constraints and bad habits such programs can introduce, it is also invaluable for people using other visual aids such as slides, overhead transparencies or flipcharts, or just standing up and giving a speech. Almost all of the methods discussed apply to any form of presenting for small and large audiences.

Some features of various programs will be mentioned in the context of how they are used to support the presenter, but this workshop is not a software training course and so these will not be demonstrated in any detail. The focus is on the skills of an effective presenter, rather than on the tools used. Meteor IT also offer training in a wide range of software including MS PowerPoint from foundation to advanced levels, which ideally supplement this workshop.

## Some of the topics covered in this workshop

- Using an effective presentation structure to engage your audience
- Dispelling myths about visual (images), verbal (words) and vocal (spoken) content
- Using effective body language and gestures to complement your message
- Presenting complex information clearly using charts and diagrams
- Importance of choice of words and language style to ease of comprehension
- Building your confidence before an important presentation
- Handling questions, objections, feedback and other audience interactions