

Present Like the Pros

Course Objective:

This course will help you to polish and hone your existing skills and experience to enable you make powerful presentations.

Course Content:

- ✓ **Know your audience, the occasion and the environment**
Peers or customers? Uninformed or expert? Formal v Informal? Other speakers/topics? Board room or Lecture Theatre? Microphone? Back projection facilities?!
- ✓ **Pin down your topic**
Talk about what you know. Give your special insight, opinion, experience. But pitch it appropriately for the audience.
- ✓ **Research**
Investigate; gather your facts and figures, quotes and information relevant to your topic. Look for colourful and interesting ways to present the information.
- ✓ **Brainstorm**
Generate ideas, jot them down, go for quantity not quality (at this stage). Mindmaps can help. Introduction, body and summary. Be prepared to change, add to and subtract as necessary. Edit, edit edit.
- ✓ **Transfer your speech to mental or written notes**
No script, never. Headlines only. Cue cards. Visuals.
- ✓ **Non Verbal Communication**
Awareness is important. Pitfalls. Use your Body Language to support your message. Be alert to signals from the audience.
- ✓ **Question and Answer Period**
A bad one can ruin a good presentation. What to do in advance. What about those 'loaded' questions?
- ✓ **Humour**
Risky but potentially very powerful. Some simple recommendations.
- ✓ **Beyond nervousness**
Everyone suffers from nerves. Some nervousness is good. It needs to be managed not eliminated. Careful preparation and good practice will help you effectively manage your nerves.

For Whom:

Those who already have developed their presentation skills and wish to build further techniques into their repertoire. There will be an extensive level of practice, video feedback and coaching during the course. Preparation work will be required in advance of the course and also on the evening between days 1 and 2.

Duration:

2 days.