

## POWERFUL PRESENTATIONS

**Powerful Presentations**, one of our *Communication Skills in English* Seminars, is a 12-30 hour course which can be taught either intensively (full day sessions), semi-intensively (half day sessions), or as an on-going course. The programme looks at both the language and the communicative skills necessary to give an effective, informative or persuasive presentation in an international context, and develops the participants' confidence in expressing themselves in English in front of an audience.

### Target Audience

This programme is suitable for managers, sales representatives, trainers or any other category of staff involved in giving presentations in English. Participants must have a level of competence in English at least at level B1 (intermediate) to benefit from the course. In the case of participants at this level, the full 30 hour course is recommended. At level B2 and above, the number of course hours can, if desired, be reduced.

### Approach

The programme is divided into sections, each dealing with one aspect of effective presentation. A typical section format might be :

- ◆ Participants view a section of a videoed or trainer-delivered presentation and analyse its weak or strong points in terms of communicative effectiveness.
- ◆ Practice is given in the language necessary for that section of the presentation.
- ◆ Participants are asked to apply what they have learnt up to that point in the course to a presentation of their own. This is videoed and feedback is given.

In this way, participants are able to concentrate on one new aspect at a time, while also gradually building up their overall competence.

An optional on-line follow-up course is available to complement and consolidate this programme.



## Contents

- ◆ **What is an Effective Presentation ? An Overview**
- ◆ **Preparing the Presentation** Controlling Factors and Constraints; Information Content and Interpersonal Effect.
- ◆ **Opening the Presentation** Introducing the Speaker; The Strong Opening; Capturing Your Audience; Structuring Your Talk and Making the Structure Explicit.
- ◆ **Effective Delivery** Reading Aloud - Why Not ? ; Speaking from Notes; Posture, Gesture and Voice; What If You're Nervous ?
- ◆ **Developing the Presentation** Changing Topics; Presenting Ideas Effectively; Linking Ideas.
- ◆ **The Client-Centred Presentation** What Does the Client Want ? ; What's in It for Me - Selling Benefits; Helping Them Remember.
- ◆ **Using Visual Aids** Using Handouts, Powerpoint, Slides, Video, Powerpoint and the OHP, Flipcharts and Whiteboards; Effective Visual Aid Design; Using Visual Aids Effectively; Referring to Visual Aids During the Talk.
- ◆ **Cross Cultural Factors** Dos and Don'ts for Specific Audiences.
- ◆ **Closing the Presentation** The Strong Close; Summarising and Highlighting; Drawing Conclusions and Making Recommendations.
- ◆ **Dealing With Questions and Objections** Listening to Questions; Acknowledging Speaker Concerns; Effective Answering.
- ◆ **The Importance of Rehearsal** Why and How Should You Rehearse ?
- ◆ **Practical Preparation** Organising and Checking Participation; Choosing and Arranging the Room; Checking the Hardware; Preparing Handouts and Documentation; Your Last Minute Checklists.
- ◆ **Evaluating Your Presentation** There's No Such Thing As A Perfect Presentation; Learning from Your Mistakes

## In-Company Training

The following facilities and equipment are necessary for the course :

- ◆ One plenary room, plus an additional smaller room for each six participants, equipped with whiteboard or flipchart, computer and screen (for Powerpoint presentations) and/or OHP.
- ◆ Video filming and playback facilities (VHS).

## Cost

Please contact us for full details of course costs.