

Course Title

Presentation Skills – Making it memorable

Course Overview

Presentations and style can win or lose business. Can you depend on your team to perform to their very best when presenting to important clients? The following programme has been designed to deliver a professional presentation, on a technical and personal level, and is offered to your company in order to make your presentations memorable and win more business.

The programme will both identify areas for development and empower delegates by raising their levels of consciousness, and equipping them with key presenting skills.

Each delegate will be filmed twice during the course and will take a copy home of their presentations.

Target Audience

All those that need to present internally & externally
Maximum of 5 Delegates

Duration

One Day

Pre Course work

Prepare a presentation of your choice

Programme Modules

- Planning for a successful presentation, with a message
- Identifying customer needs
- Researching the competition
- Researching your audience
- First presentations
- Critique of participants' first talks on how they put their message across
- Setting objectives
- Agreeing handouts/literature
- Structuring the content and style of presentation – technically and personally
- Pitching the presentation correctly for the audience, involving them
- Promoting customer benefits rather than product/service features
- Appearance and body language, how you say it not what you say!
- Final Presentations
- Research and follow up, getting feedback