

INTRODUCTION

In today's competitive market place it is important to have the edge over competitors by being able to deliver a first class business to business presentation. Whether presenting to potential clients or to colleagues in your own agency, an understanding of presentation skills is essential.

AIMS AND OBJECTIVES

This course covers everything from presentation strategy to how to deliver a successful presentation. If you take your career seriously then this course is a must.

COURSE CONTENT

- » The construction and design process
- » The structure of a successful presentation
- » Selecting the key impact points for your presentation
- » Making a positive impact on your audience
- » Effective ways to deliver a successful business presentation
- » Making a presentation meaningful and activating
- » Attention-getting openings and compelling closings
- » Enhancing vocal delivery
- » Adding positive body language
- » Preparing to present with confidence
- » Constructing the narrative by linking the key points
- » Linking content to increase impact
- » Making your message 'stick'
- » Managing questions from the audience
- » Keeping to your timeline

RESULTS

Delegates will be able to write and deliver a professional presentation with confidence and greatly increase opportunities to win more business.