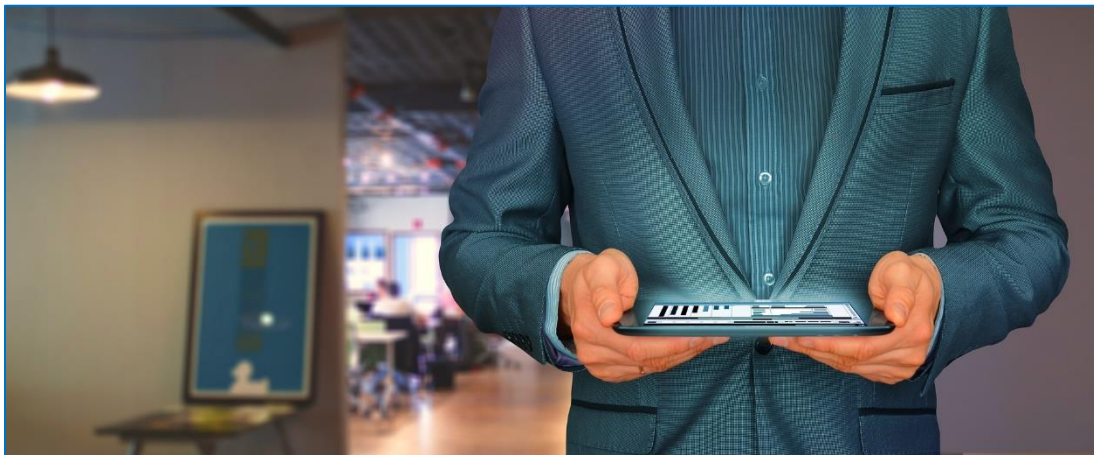




SM055: Presentation Design and Delivery

Training Description:

Why is it that certain speeches and presentations last forever in our memories while others fade into oblivion by the time they are finished? Is it the topic, the speaker or the material used? On this course, you will learn how to use every resource at your disposal to elevate your speeches and presentations from mundane to captivating. By helping you build exceptional introductions, coherent content and climactic closings, the course will have a significant impact on the effectiveness of the speeches and presentations you deliver, regardless of topic, audience or media used.

The training course is quite hands-on because it will provide you with the opportunity to deliver a number of speeches and presentations (of your choice) and receive feedback on your design and delivery, while showing you proven techniques to combat public speaking anxiety and present with charisma.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ List the main causes of boring and ineffective presentations and ways to overcome them
- ✓ Prepare for a presentation using a systematic and easy to follow approach
- ✓ Build a presentation using the triple S rule
- ✓ Project the right verbal and non-verbal characteristics essential in powerful presentations
- ✓ Pinpoint the main reasons that lead to Public Speaking Anxiety (PSA) and ways to eliminate them prior to presenting
- ✓ Use the most commonly available visual aids to support their presentation and make it visually appealing

Training Designed for:

This course is intended for all those who wish to improve their presentation skills to a noticeable level using a strictly hands-on approach. The workshop-type course is particularly helpful for people who have to conduct sales, business development or periodic presentations to senior management.

Target Competencies:

- | | |
|---------------------------------------|-----------------------------|
| • Presentation design and delivery | • Influencing and inspiring |
| • Public speaking | • Feedback |
| • Verbal and non-verbal communication | • PowerPoint |
| • Rapport building | |

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ **PRE-TEST**
- ❖ **Introduction**
 - Difference between presenting and PowerPoint clicking
 - Why most presentations fail to leave an impact
 - Attributes of an effective presentation
 - Importance of preparation
 - Ms. Clicker and why you should be aware of her presence
 - Mr. Murphy and how he can ruin your presentation
 - Overcoming boring pitches and presentations
- ❖ **Preparing for a presentation**
 - Gathering the raw data
 - The various sources of data and presentation content
 - How much information should you begin with
 - Filtering the information
 - Triple S rule
 - Deciding on time allocation: how will you know how much time you need
 - Formula of substance, style and support and its impact on the way you present
 - The hamburger analogy: why content of substance should not be expanded
 - When to focus on style and when to enhance support
- ❖ **The framework of an effective presentation**
 - Opening with a win: how to win audience's attention
 - Preview: what should be mentioned in the outline
 - Key points of a presentation
 - The psychological rule of 3
 - Recapping before the finish: common tips and pitfalls
 - Closing with a bang
- ❖ **Body language in a presentation**
 - The hands, legs and the eyes
 - To move or to stay put
 - Tips for effective body positioning
 - Guidelines for animating the legs and hands
 - Characteristics of captivating verbal delivery
 - Avoiding clichés and euphemisms
 - The dangers of smart casual
 - Dress and appearance: what are the rules
- ❖ **Public Speaking Anxiety (PSA)**
 - Reasons why most people get nervous
 - Adrenalin and its effect on presentations
 - Dealing with PSA: short-and-long term solutions
 - What do great presenters do
- ❖ **Visual aids**

- Use of objects and props for visual impact
 - Hand-outs: when and how to circulate them
 - Secrets and techniques for using flip charts
 - Pictures and images: the trends today
 - PowerPoint: what every presenter should know
- ❖ **Course Conclusion**
- ❖ **POST-TEST and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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