

Effective Presentations

Duration: 2 Days

Overview:

With the wealth of information that people are subjected to today, the effective transfer and 'cut through' to those we wish to reach is a critical skill in business. The New Horizons' Effective Presentations Program examines the formalised area of information transfer – the presentation. From understanding the audience, through to design and delivery, this program establishes the steps to creating effective presentations. It provides techniques to heighten your engagement and effectiveness with your audience during delivery and in question and answer time.

Participants will learn how to determine realistic presentation objectives, analyse the audience, use supporting materials effectively, organise a presentation clearly and successfully incorporate visual aids. Program activities also cover reducing the fear of speaking, remaining calm, appearing relaxed, and improving the delivery of your presentation.

Finally, participants learn how to assess the audience members and answer their questions, organise a persuasive presentation, and use reasoning and emotional appeals to persuade an audience.

Target Audience:

This course is perfect for anyone who needs to impart information in a formalised way: Managers, Team Leaders, Supervisors, Sales People, Trainers and those who present at board level.

Lesson 1: Fundamentals of presentation

- Effective presentations
- Understanding effective presentations
- Understanding different types of presentations
- Planning a presentation
- Establishing objectives
- Determining objectives
- Making realistic objectives

Lesson 2: Audience analysis and supporting material

- Audience analysis
- Analysing the audience
- Supporting materials
- Selecting supporting materials
- Understanding the types of supporting material
- Exploring retention and visual aids

Lesson 3: Building presentations

- Build presentations
- Building the presentation
- Develop an introduction
- Developing the introduction
- Capturing the attention of the audience
- Organise the body of the presentation
- Using transitions
- Effective conclusion
- Creating the conclusion
- Closing the presentation

Lesson 4: Presentation mechanics

- Visual aids
- Introducing visual aids
- Using different types of visual aids
- Understand visual aids
- Displaying visual aids
- Creating visual aids

Lesson 5: Presentation process

- Extemporaneous speaking
- Understanding the presentation process
- Preparation for speaking
- Reducing the fear of speaking
- Using warm-up routines
- Deliver a presentation
- Using different aspects of voice
- Nonverbal communication
- Using nonverbal communication aids
- Maintaining a focus on the audience

Lesson 6: Question – and – answer session

- Handle questions effectively
- Handling questions
- Understanding the question-and-answer session
- Handle challenging questions
- Handling challenging audience

At Course completion:

Upon successful completion of this course, students will be aware of audience needs, an effective presentation designer, a confident, polished, professional and interesting presenter, an adept question answerer and a versatile in your approach.