

## Presenting with Impact

1 - 2 day workshop

### 'Knowing and Influencing Your Audience'

<b>Scenario</b>	You're standing there, ready to deliver that big presentation. How do you feel? A great presentation is one that informs, persuades and entertains. This workshop will enable you to present with confidence and professionalism – whatever the purpose.
<b>Audience and Benefits</b>	Project managers, managers, relationship managers, customer service representatives and those wanting to increase confidence and enhance their skills in designing and delivering successful presentations.
<b>Objectives</b>	By the end of this workshop you will be better able to: <ul style="list-style-type: none"> <li>▪ Build presentations that create maximum impact</li> <li>▪ Use your nerves to enhance your presentation</li> <li>▪ Choose the right visual aids</li> <li>▪ Use your voice to greater effect</li> <li>▪ Recognise and transform problem areas</li> <li>▪ Handle your audience with confidence</li> </ul>

#### Content

##### The Material

- Establishing a clear purpose
- Using successful information gathering techniques
- Choosing the best route through your material
- Identifying the key points
- Creating strong openings and closings
- Knowing the pros and cons of different visual aids

##### The Audience

- Knowing your audience to develop presentations that appeal
- Building rapport
- Getting and keeping them on your side
- Working with questions
- Understanding group dynamics
- Handling difficult people

##### The Presenter

- Carrying out the essential checks
- Presenting the right image
- Using your words, tone and body language
- Working with the qualities of your voice
- Acknowledging and overcoming nerves
- Using relaxation techniques
- Using mannerisms and gestures to enhance impact

##### Key Exercises & Theory

- Preparation
- Types of media
- Breathing & relaxation
- Handling Q&A
- Personal Presentation feedback from facilitator

#### Activities

During this workshop you will plan, prepare and deliver two short presentations after which you will receive individual feedback from the tutor and your fellow participants. Action planning for future success and integrating principles into practical application. Can include filming if required.

