



Effective Presentation Skills

ENQUIRIES

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Overview

Delivering effective presentations in the current business environment is becoming an essential skill that is required in order to successfully deliver a message and/or sell an idea, solution or product. Effective presenters are people who possess the requisite knowledge, etiquette and demeanour required for delivering a quality presentation. An effective presentation cannot be developed in an impromptu fashion. Preparation, research, practice and refinement are necessary precursors for delivering quality presentations. This course is aimed at equipping participants with the requisite skills required to successfully deliver meaningful presentations.

Rationale/Purpose

It is becoming a critical requirement that individuals within organisations are able to deliver crisp and concise messages effectively and efficiently. One of the most effective ways in which this can be carried out is creating and delivering effective presentations. However, the method, style and communication aspects are often neglected by presenters who understand their subject matter well, but often cannot clearly articulate this to target audiences in a proper and formal manner.

Target Candidates

The programme is targeted for any individual who recognises and uses presentations for delivering information to targeted audiences.

Entry Requirements

There are no formal entry requirements. However, participants must exhibit keenness, passion and enthusiasm for developing effective presentation skills.

Programme Level

The programme is presented on the complexity of Part Award at level 3.

Content Overview

The programme has been divided into four areas:

- **Construct and Design a Presentation:**
This module is aimed at introducing the concept and purpose of a presentation. Participants will learn how to distil and compile an effective presentation, based on the audience's requirements. Understanding and identifying key components that affect the quality of the presentation content is also covered.
- **Presenter's Image and Style:**
The objective of this module is to demonstrate critical factors that affect a presenter's image and style. These include dress code, voice projection, image and body language; key factors that impact a presenter's image and style. Audience behaviour is also examined and techniques to address various types of behaviour are also covered.
- **Presentation Techniques:**
Various techniques are available to deliver effective presentations. The one that is adopted depends on the objective, environment and expectations of the target audience. This module focuses on critical aspects and suggests various techniques aimed at maximising the impact of the presentation.
- **Visual Aids:**
The objectives of visual aids are at times not well understood by presenters. More often than not, visual aids become visual takeovers, shifting the focus from the presenter to the aid, thereby negatively impacting the presentation. This module presents techniques on how a presenter should use visual aids effectively, ensuring that the audience focuses on the presenter and not solely on the visual aid. A number of different strategies focusing on the various types of aids and suitability of use are also discussed.

Duration

Two days

Fees

P2, 800 (including VAT) per participant.

Fees include programme material but exclude venue hire costs. Fees are payable before the commencement of the programme. Discounts can be negotiated if ten or more participants are sent on the programme by their respective organisations.