

## **WRITING AND PRESENTING IN PUBLIC**

### **DESCRIPTION**

A two day practical course that gives participants the opportunity to learn and to practice presentation skills and techniques in a safe and positive environment. We use minimum theory, maximum tips and practice, structured feedback, and video recording to ensure that participants get the most out of the time spent.

### **AGENDA**

- 1. Introduction**
- 2. Planning the Presentation**
  - a. Know your audience
  - b. Beginnings and endings
  - c. Using Visual Aids
  - d. Using notes
- 3. Writing Presentations**
  - a. The Pyramid Principle in action
  - b. Building a story
  - c. Distilling the main message
  - d. Getting the message across
- 4. Dealing with questions, objections and push-back**
- 5. Facilitating discussions and engaging with the audience**
- 6. Non-verbal behaviour**
- 7. Executing the presentation**
  - a. Preparing and using notes
  - b. Preparing and using visual aids
  - c. Breathe life into your presentation
  - d. Show energy and confidence
  - e. The presentation itself
  - f. Conclusion

### **TARGET AUDIENCE**

Any individual who presents in front of an audience (large or small), and who wishes to present themselves effectively.

### **OBJECTIVES**

To understand what comprises effective presentations, what to do, what not to do, and to practice these skills in a safe environment. Participants walk out with confidence in themselves when presenting.

### **TAKE-AWAYS**

Handout of all the course slides

Handout of "Do's and Don't's in Presenting"

Hard copy and PDF of the Pyramid Principle Sheet

"My Objectives" sheet

Each participant receives a USB key of their individual presentations, including the feedback of each session.