

Advanced Presentation Skills

*An intensive one-day workshop covering techniques
for more effective presentation at all levels and for
varying sizes of audience*

*It is for both in-house PR executives
and those in consultancy*

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates are shown techniques that will sharpen their presentation skills. They learn proven methods for delivering confident presentations that hold the attention of their audience. They see how to design and use effective visual aids.

Delegates practise what they have learned in sessions with the course tutor.

Delegates learn how to:

- Command attention from an audience, even when it comprises senior executives
- Control and channel their pre-speech nerves
- Plan and structure presentations that achieve their purpose
- Design and deploy visual aids that add to the communication process
- Anticipate and exploit reaction from their audience
- Consciously develop their presentation style.

COURSE CONTENT

Understanding the Audience

Why different audiences need different presentations.
How to cater for differing attention spans. Exactly how much detail do they need?

Delivering Complex Messages

How to analyse complex issues. Identifying ways to simplify messages. Pacing delivery for complete understanding.

Good and Bad News

How to deliver good and bad news in the most manageable ways. Creating excitement for good and setting appropriate tone for bad.

Board Room Presentations

Speaking with authority in the boardroom. Clearly outlining strategic issues and proposals.

Handling Difficult Questions

How to field difficult questions and handle interruptions without causing offence or losing control of the presentation.

Delivering to Large Audiences

When a touch of humour is useful and when to stick to the facts. Speaking to a cross-section of delegates.

Practical Exercises

Delegates prepare several presentations through the day and deliver them on camera. They see the results for themselves. They have the opportunity to make presentations in a variety of situations. DVD copies of their presentations are available for delegates to take away at the end of the day.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider