

## Presentation Skills

*A one-day workshop on  
techniques for making effective  
formal presentations to an audience*

PROFESSIONAL  
**£325\***



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

### Aims of the course

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

Delegates practise what they learn in sessions on camera. The tutor critiques these sessions sensitively and constructively. Delegates get to keep the DVD.

### Delegates learn how to:

- Command attention from audiences, including 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
- Consciously develop their presentation style



PR Training Provider

[www.henshallcentre.com](http://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.

### COURSE CONTENT

#### Speaking to an Audience

Controlling your nerves and turning them to your advantage. The role of gestures and mannerisms. Creating rapport with your audience.

When to use notes. When to use a script. When to ad-lib.

#### Planning your Presentation

How to think like a listener. Signposting your presentation. Planning for audience reaction. Understanding the critical differences between a text and a speech.

Distinguishing the point and purpose of your presentation.

#### Structuring the Presentation

The role and characteristics of the beginning, middle and end of your presentation.

Planning your use of images and imagery. Consciously determining your style.

#### Visual Aids

Making your aids your aides. You and your visual aids as a double act. The four tasks of the visual aid.

Visual aid design. Using them to stay in charge.

#### Practical Sessions

Delegates work, both individually and in small groups, to prepare and deliver presentations on camera. They see and hear themselves and analyse how to improve their style.

DVD copies of their presentations are available to take away.

### Plan your training

*Presentation Skills* equips delegates to make effective formal presentations to groups of people. Delegates with some experience of presenting may benefit more from *Advanced Presentation Skills*.

Each course is self-contained. They may be taken in any order. Experienced presenters need not have attended *Presentation Skills* to benefit from *Advanced Presentation Skills*.