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# THE SKILLED PRESENTER™

## Overview of the course

A license of **McLuhan and Davies Communications, Inc.**, Canada, this workshop will interactively teach you how to deliver a successful presentation. It will focus on the audience you commonly address, how they 'see' you, and how you can meet their needs. The workshop includes two days of practice, coaching and feedback. You will give stand-up presentations, and receive feedback from the instructor and colleagues. Special exercises have been designed to improve voice dynamics, creating memorable examples, and preparing graphics.

During the workshop you will benefit from immediate impact assessment by filling out course evaluation forms and a report on changes to be introduced as they surfaced in the course evaluation.

## Is this course for me?

Anyone who gives presentations to small groups or large audiences e.g. management meetings, sales presentations, briefings, and employee presentations.

## What's in it for me and my organization?

This course will give you the tools to deliver presentations that persuade and sell ideas or products. It will also aid in the development of your presentation skills to improve your image.

## Learning outcomes

Position ideas for specific audiences

Use techniques to overcome nervousness

Practise live presentations by separating topics and using transitions

Manage audience attention by using gestures and voice projections

Create effective visual aids and add impact to presentations through tables, graphs, and charts.

## Course details

Minimum 6, maximum 12 participants in a group

Period: 2 days, 9:00 to 17:00

Trainer: Lucian Mihai

# AGENDA

## 1. POSITIONING YOUR IDEA FOR YOUR AUDIENCE

- Crafting your presentation to give your listeners a simple, memorable, unifying idea
- Addressing your listeners' hopes, fears and background knowledge
- Engaging your listener with visual helpful or personal examples
- Book-ending the presentation: effective openings and closings

## 2. TECHNIQUES TO OVERCOME NERVOUSNESS

- Using structured presentations to curve nervousness
- Following tips from theatre performers and professional athletes

## 3. HOW TO PRACTICE

- Key to pacing: separating your topics and using transitions
- Memory devices to keep you on track
- Focusing on timing during practice runs

## 4. VOICE PROJECTION

- Varying your speed, volume and modulation
- Identifying your speech errors and problem patterns
- Improving your voice-training methods

## 5. EYE CONTACT: THE POWERFUL PERSUADER

- Handling approach cues: using eye contact to show your listeners that you like them and to relax yourself
- Using eye-contact techniques from theatre and television

## 5. GESTURES, STANCE AND MOVEMENT

- Using gestures naturally to add impact to your message
- Avoiding distracting habits

## 6. INVOLVING YOUR AUDIENCE

- Moving discussions along, while maintaining control
- Ensuring your listeners remember your key points

## 7. FIELDING QUESTIONS

- Clarifying questions and buying time
- Dealing with interruptions
- Handling hostile questions

## 8. CREATING EFFECTIVE VISUAL AIDS

- Creating transparencies and electronic slide shows
- Following principles of good design
- Distributing handouts: what, when and why

## 9. DESIGNING TABLES, GRAPHS AND CHARTS

- Maintaining a simple, open style
- Separating basic from advanced information
- Speeding comprehension with clear design