

## Delivering Dynamic Presentations - 2 Days

### *Course 345 Overview*

#### **You Will Learn How To**

- Deliver dynamic, effective presentations that are concise and clear
- Create strong openings and closings
- Build audience rapport through eye contact, vocal delivery and body language
- Apply innovative design techniques to create powerful presentations
- Prepare an effective presentation by organizing key points into a coherent story
- Capture and maintain audience interest and attention using interactive techniques

#### **Course Benefits**

The ability to convey facts and information in a clear, concise and engaging manner is a crucial part of delivering an effective presentation. This course provides the knowledge needed to plan and deliver well-structured, polished presentations. You learn practical techniques to communicate and reinforce your message, allowing you to focus on audience needs and objectives.

#### **Who Should Attend**

Anyone who needs to develop the ability to create and confidently deliver memorable presentations using visual support, whether it be with paper or electronic media. Some previous experience with PowerPoint is helpful.

#### **Workshop Course**

Participants build well-structured and effective presentations. Workshops include:

- Improving fundamental presentation skills
- Leveraging the three modes of communication
- Identifying audience expectations
- Capturing ideas using mind mapping
- Organizing the presentation story
- Selecting the key impact points for your presentation
- Building audience involvement using interactive techniques
- Emphasizing main points with visual highlighting techniques

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### Course 345 Outline

#### Introduction and Overview

- Characteristics of outstanding presentations
- Creating a framework for success
- Making a positive impact on your audience
- Enhancing your confidence as a presenter

#### Developing Key Presentation Skills

##### Attention-getting openings and closings

- Creating a positive first impression
- Capturing the audience with a compelling question, anecdote or statistic
- Motivating your audience with a strong closing

##### Fundamental presentation skills

- Enhancing vocal delivery: volume, articulation, modulation
- Making eye contact
- Adding positive body language

##### Communication modes

- Visual
- Auditory
- Kinesthetic
- Matching communication modes to audience learning styles
- Multimodal presentation techniques

#### Building an Effective Presentation

##### The construction and design process

- Setting objectives
- Matching purpose and point to the audience
- Creating the storyboard model

##### Mind mapping as a presentation design tool

- Rapidly capturing presentation ideas
- Structuring content for clarity
- Converting mind maps into presentations

##### Shaping the presentation

- Applying learning theory for optimal information transfer
- Employing the 7+/-2 rule to aid comprehension
- Volume vs. retention

##### Designing high-impact slides

- Making text, color and graphics work together
- Limiting content to increase effect
- Employing information graphics to simplify complex data

#### Communicating the Main Points

##### Preparing to present with confidence

- Telling the presentation "story"
- Identifying the key points
- Constructing the narrative by linking the key points
- Reducing your dependency on speaker notes
- Dealing with stage fright: stress reduction techniques

##### Applying high-retention techniques in your presentation

- Starting powerfully
- Linking content to increase impact
- The power of the unexpected
- Getting the audience to discover key points

##### Making your message "stick"

- Increasing information recall
- Emphasizing content with visual reinforcement techniques
- The power of repetition
- When to use handouts for maximum impact
- Closing the loop: checking for audience comprehension

#### Adding Interactivity to Your Presentations

##### Audience-centered delivery

- Benefits of audience feedback
- Increasing audience involvement
- Establishing two-way communication
- Combating passive listening

##### Energizing presentations with questions

- Leveraging questions to achieve the impact you want
- Turning your main points into questions
- Structuring questions to involve the entire audience
- Designing "safe" questions to initiate interaction

##### Handling audience interaction

- Rewarding responses
- Managing questions from the audience
- Keeping to your timeline