

## Business Presentations Skills Training

This course is aimed at delegates who already have some experience in giving presentations and are looking for that extra winning 'edge' to their performance.

This course is design to assist delegates in:

- Creating a professional impression instantly
- Supporting that impression with clear, memorable messages
- Preparing quickly and creatively
- Using body language to maximise your impact
- Giving a more confident, relaxed performance
- Enhancing your spoken delivery with voice coaching
- Coping when technology fails
- Managing Q&As more effectively with media training techniques.

This course takes place at [Media First's TV and radio studios](#) in Reading, Berkshire and includes lunch and refreshments.

Presentations will be recorded and provided back to you for future reference. You will also receive detailed individual written feedback.

The fully inclusive price for this course is £495 + vat per delegate

Time	Session
10.00	<p><b>Welcome and orientation</b> Outline course objectives Agree individual aims and objectives</p>
10.15	<p><b>Understanding your business and your audiences</b> Factors that determine your impact on an audience Identifying the professional and personal qualities you wish to project</p> <p><b>Assess your preparation:</b> Who are we? Style and USPs? What do we want to say? Why do we want to say it? How do we want to say it?</p>
10.30	<p><b>Natural Storytelling</b> Here the tutor will ask the delegates to present a short piece to the group. Likely topics will be non-work related, focusing on something that is personal to the delegate. The idea is to give them an easy non-threatening topic they are passionate about to see how they come across as natural storytellers to their audience.</p>
11.00	<p><b>Coffee Break</b></p>
11.15	<p><b>Techniques to make presentations memorable</b> Using visuals and gestures more effectively – PowerPoint and props Factors that influence and engage your audience The 4 P's – Past Performance, Preparation, Planning, Perseverance Conquering confidence – using nerves to your advantage</p> <p><b>Supporting the presentation</b> Positive, confident body language, sitting and standing How to project a professional image with personal warmth Structure - taking your audience with you What makes a great presenter? Videos for inspiration</p> <p><b>Individual presentations and feedback</b> During this practical session the tutor will ask the delegates to present pre-prepared short work related presentation to the group on a subject typical to that that they would usually present. This will be filmed on camera with the option to play back highlights and be reviewed as a group.</p>
12.00	<p><b>Your message</b></p>

	Conveying your USP, content and structure, memory patterns to retain messages (remembering key content without the use of notes or autocues), appropriate language and style.
12:30	<b>Lunch</b>
13:00	<b>Voice Workshop</b> Conveying personality through tone, pace, pitch, pause and emphasis
13:30	<b>Individual preparation and 1-2-1 coaching</b> During this session delegates will begin to re-craft part or all of their previously delivered work presentations, taking on board individual tips and advice gleaned throughout the morning. The tutor will offer 1-2-1 coaching with each delegate.
14.30	<b>Putting it all together</b> Managing Q&A sessions using media training techniques – The bridging technique <b>Making the right impression</b> Dress to impress, body language, eye contact
15.00	<b>Final individual presentations and feedback</b> For the last hour of the course the delegates will be asked to re-present their previously delivered work presentations. We would not expect a complete re-working but more of an update to demonstrate the learning points from the day. These again will be filmed, recorded and played back with analysis and feedback from the group.
16.00	<b>Summary</b> Lessons learnt
16.15	<b>Course ends</b>

*Please note that timings and course elements may change as the course progresses.*