

Effective Business Presentations

Course Outline

This course is designed to improve the confidence and skills of participants to ensure that their future presentations are effective, informative and entertaining business presentations. Presentations that convey their message and compel people to act on what they have heard.

In this technological age the power of a personal presentation is sometimes forgotten, but once you have discovered the secrets of giving an Effective Business Presentation there will be no stopping you. Imagine receiving a standing ovation after your next presentation. Imagine everyone talking positively about your topic. Imagine converting a whole room full of people to your way of thinking.

Format

This course is designed to be highly interactive because Young Markets believe that people learn best by doing rather than just by listening. Participants give three short presentations during the day the last of which is videoed for personal review by the participant. Instant feedback on the presenter's performance and style is provided by both the lecturer and by the other participants.

There is a maximum of 6 delegates on any one course.

Participants

Anyone who has to stand up in front of an audience and get them to listen, including sales people, managers, marketing staff, consultants, project managers, engineers and trainers, will benefit for the unique insights provided by this course.

Objectives

By attending this course you will discover:

- The secrets of how to give an Effective Business Presentation
- How to structure your presentation for maximum effect
- The key 5 things to consider before you start presenting
- What effect positive body language will have on your audience
- Why the shotgun approach will kill your speech
- Different ways to influence different people
- What your PowerPoint slides should contain
- How to ensure your audience find it interesting
- How to appear composed and confident
- The best way to ensure you don't forget anything
- Three golden rules you must consider about the room in which you are presenting
- Hundreds of trade secrets, hints and tips to ensure your next presentation is a winner

Agenda

The exact content of any course is always dependent on the needs of the participants; however the standard agenda for our one day Effective Business Presentations course is:

9.00	Registration and Coffee	
9.30	Course Introduction	
	Delegate Introductions	Splitting into pairs delegates prepare a short presentation to introduce each other to the class
10.00	The 5 Components of an Effective Presentation	OSRAM – Objective, Speaker, Room, Audience, Message
10.30	Overcoming the Fear	Why people are nervous and how to use that nervous energy to your advantage
10.45	Remembering What to Say	Use of Cue Cards and other tips
11.00	Coffee	
11.20	It Ain't What You Say	Using body language, stage presence, vocal tone and eye contact to control the room
12.00	Presentation Structure	How to structure a presentation
12.15	Practical 1	A 3 minute presentation on any topic
1.00	Lunch	
2.00	Making it Memorable	How to ensure people remember what you say and act on it afterwards
2.35	Styles of Influence	How different people are influenced in different ways, using a self assessment questionnaire
3.00	Coffee	
3.30	Using Visual Aids	Making the most of your visual aids
4.00	Practical 2 (videoed)	3 minute Presentations & Reviews
5.00	Summary & Close	



Benefits

By attending this course, not only will people listen and then act on your next presentation but by discovering how to give an Effective Business Presentation, you will

- Enhance your professional credibility
- Improve your chances of success
- Gain powerful allies
- Widen the scope of your opportunities
- Increase your authority at work

Endorsements

Comments from previous delegates on Young Markets, Effective Business Presentation skills courses include:

- *"Has really got me thinking differently about giving presentations. Lots of good advice."*
[Jeff Rose, Fluor](#)
- *"Came away with a lot more confidence and ideas on how to change presentations."*
[Sue Huntley, GFK Marketing Services](#)
- *"Very informative course, relaxed style & good practical sessions."*
[Dean Stewart, Rogue Wave Software](#)
- *"Very good, clear, concise delivery of a confidence inspiring course."*
[Shakeel Akram, Oil Plus](#)
- *"The course was excellent and I was delighted with the techniques."*
[Gary Lewis, Head of Operations, Travel Trust Association.](#)

Background

This course has been developed and is run by Graham Young, Senior Partner at Young Markets. It has been developed following many years of designing, creating and giving presentations in my role as marketing manager/director for multi-national companies.