



Effective Presentation Skills Programme

Overview, Purpose and Objectives

EFFECTIVE PRESENTATION SKILLS PROGRAMME

1. Programme Purpose and Objectives

The Programme is designed as an initial course to build a foundation of skills for the delivery of generic presentations. The Programme is focused on a general audience from roles such as General Management, Sales, Marketing and anyone who is required to develop and deliver presentations to either an internal audience or an external audience (Customers, etc.).

This Programme provides an insight into all aspects of research, development and delivery of an effective presentation; it also covers areas seldom considered by many presenters such as the venue, medium, delivery mechanism and feedback.

One key area of this Programme is to build self-confidence; identifying areas that need improvement and providing ways to improve this through a variety of methods.

The Principal Purposes of the Programme are:

- To identify the delegate's own perception of their presenting abilities and how they currently approach the development and delivery of a presentation
- To show delegates those areas which need to be considered before developing a presentation and alternative methods of delivery
- To show delegates good and bad presentation methods, habits and behaviours, then to see how this alters the effectiveness of the presentation
- To identify key fears and how to overcome them
- To teach delegates the full process and considerations when developing and delivering a presentation, to be more effective and confident as a presenter

The Principal Objectives of the Programme are:

- To provide delegates with the skill and knowledge to enable them to develop and deliver effective presentations
- To teach delegates a thought process to follow when developing a presentation so as to take account of the key areas
- To build the confidence of delegates to deliver presentations to any audience using a variety of delivery methods and visual aids
- To motivate delegates to constantly develop their skills and step up to the challenge of presentation delivery

2. Programme Overview and Contents

The Programme is structured to run over one day typically for between 6 and 10 delegates.

The Programme focuses particularly on the main components of Presentation Skills:

- The Audience
- Cognitive Receptors (Auditory, Visual, Kinaesthetic)
- The Presenter
- The Content
- Key Messages
- The Delivery Mechanism
- The Venue
- The Visual Aids

Each of these subjects is extensive and, through the Programme, they are dealt with through a workshop / discussion environment, bringing out the experiences and thoughts of the delegates as well as the experience of the Course Leader.

It is imperative that delegates are encouraged to use their new skills immediately they return to their place of work. We encourage delegates to continue to develop their skills by self-study and mentoring by other individuals; they should also put themselves forward to deliver presentations in various situations.

3. *Agenda for Effective Presentation Skills*

This Programme is workshop oriented so this is just a guideline.

Day 1 – Morning Effective Presentation Skills

- **Introductions**
 - Course Leaders and ESP
 - Agenda
 - Pre-prepared Delegate Introduction Presented and Recorded
- **What is a Presentation?**
 - The Key Components
 - The Situation
- **The First Time We Speak**
 - Common Fears
 - Good and Bad Experiences
- **What are we trying to Achieve?**
 - How Can We Be More Effective?
- **Coffee Break**
- **What Does an Audience Want From a Presentation?**
 - Objectives
 - Content
 - Interaction
- **Components of a Presentation**
- **Comfort Break**
- **Review the Delegate Introduction Presentations**
- **Lunch**



- **You as a Presenter**
 - Habits
 - Behaviour
 - Voice
 - Distraction
- **The Audience**
 - Research
 - Audience Management
- **Coffee Break**
- **Content**
 - What is needed?
 - Handouts
 - Format
- **Delivery**
 - Delivery Methods
 - Strengths and Weakness of Each
- **Visual Aids and Venues**
 - What are the Options?
 - What is Most Effective?
 - Key Considerations on a Venue
- **Comfort Break**
- **Second Presentation and Review**
- **Further Development**
- **Programme Review and Close**