

# € TRAINING

Advanced Presentation Skills



16 - 20 December 2024  
Madrid (Spain)



## Advanced Presentation Skills

REF: Z1297 DATE: 16 - 20 December 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

### Introduction:

This training program is designed to refine participants' abilities to deliver impactful and persuasive presentations in professional settings. It equips individuals with the confidence and skills needed to deliver compelling presentations that leave a lasting impression on their audience.

### Program Objectives:

At the end of this program, participants will be able to:

- Craft engaging and persuasive presentations tailored to their audience's needs and interests.
- Utilize advanced techniques to enhance their delivery style, including voice modulation, body language, and storytelling.
- Effectively manage challenging situations during presentations, such as handling questions and managing time constraints.
- Incorporate multimedia and visual aids to enhance the impact and clarity of their presentations.
- Implement strategies for continuous improvement, including seeking feedback and refining their presentation skills over time.

### Targeted Audience:

- Senior executives and corporate leaders seeking to enhance their communication effectiveness.
- Managers and supervisors responsible for delivering high-impact presentations.
- Sales professionals aiming to refine their pitch delivery and persuasion techniques.
- Professionals in client-facing roles looking to elevate their presentation skills.
- Employees aspiring to improve their public speaking abilities for career advancement.

### Program Outlines:

#### Unit 1:

#### The Building Blocks of Effective Business Presentations:

- To fail to prepare is to prepare to fail.

- Fears and concerns about presenting.
- Working together and the feedback process.
- Pre-prepared presentation on the subject of personal choice. Presentation.
- Key learning's and outcomes.
- Organizing your presentation - Who? What? and Why?

## Unit 2:

### Giving Structure to Your Business Presentation:

- Who is your audience? What are their needs?
- Key elements of the message and why required?
- Structuring the message: the BOMBER process bang/ opening/ message/bridge/ examples/ recap.
- Brainstorming materials.
- Stage management, the physical environment, and visual aids.
- Practical Presentation: opportunity to repeat delivery of I or differing choice.

## Unit 3:

### The Psychology of Presenting: Controlling Self, Stress, and Emotions:

- Top ten fears - irrational fears of presenting.
- Handling nervous reactions.
- Vocal projection: stories and anecdotes.
- The psychology of presenting left and right brain and maintaining audience interest.
- VHF -NLP -engaging the audience lighthouse techniques.

## Unit 4:

### Business Presentations With Style:

- Managing your audience.
- Handling difficult questions.
- Handling difficult people!

- Practical Presentation.
- Video Feedback: the power of the captured image!
- Personal Reflections of presentation.

## Unit 5:

### Fine-Tuning for Perfect Presenting:

- Assessing personal performance.
- Advanced tools to involve the audience.
- Top Ten closing tips for business presenting.
- Self-belief: Positive affirmations about presenting.
- Business performance coaching for success.
- Action planning for personal, team and organizational improvement.