

# € TRAINING

Public Speaking and Presentation Skills



23 - 27 December 2024  
Casablanca (Morocco)  
New Hotel



# Public Speaking and Presentation Skills

REF: Z1833 DATE: 23 - 27 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is designed to equip participants with the necessary tools and techniques to communicate effectively and confidently in various public speaking scenarios. It empowers individuals to articulate their ideas with clarity, persuasion, and poise, ultimately enhancing their professional presence and communication effectiveness.

## Program Objectives:

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

- Develop the ability to overcome nervousness and anxiety when speaking in public.
- Learn techniques for effectively organizing and structuring a presentation.
- Practice using various delivery methods, including speaking with enthusiasm, passion, and conviction.
- Improve the use of nonverbal communication, including eye contact, body language, and facial expressions.
- Enhance the ability to engage and connect with an audience through effective storytelling and communication techniques.
- Learn how to effectively use visual aids, such as slides and other media, to support a presentation.
- Develop skills for persuading and influencing an audience through the use of evidence, examples, and other rhetorical devices.

## Targeted Audience:

- Professionals looking to improve their communication skills in the workplace, such as managers, team leaders, and salespeople.
- Entrepreneurs or business owners looking to improve their communication and presentation skills for pitching ideas or presenting to clients.
- Employees seeking to develop personal growth and self-improvement in the area of public speaking and presentation.

## Program Outlines:

### Unit 1:

### Presentation Essentials:

- How to be a Successful Presenter.
- Delegate Needs Analysis and Introduction.
- Clarity, Structure, Revision.
- The Essentials of Effective Presentation.
- Introduction to Body Language and Feedback.

## Unit 2:

### Presentation Preparation:

- Best Practice.
- Why be a Presenter?
- Who is your Audience?
- Anticipating Questions.
- Keeping Your Audience Focused.

## Unit 3:

### Slide Preparation:

- Why Use Slides?
- Handouts vs. Slides.
- How to make the Perfect Slide Show.
- Advanced Slide Creation.
- How to Use Data and Visuals.

## Unit 4:

### Presentation Practice and Delivery:

- Dressing for Success.
- Boosting Your Credibility.
- Handling Questions.
- Key Point Overview.

- Delivering with Passion.

## Unit 5:

### Public Speaking:

- Difference between Public Speaking and Presentations.
- The Paradox of Public Speaking.
- Public Speaking Audience Needs Analysis.
- Finding Credible Sources for Public Speaking.
- How to Handle Hostile Questions and Win Over Your Audience.