

Presentation Skills

Maximise your impact on your audience.

CORPORATE TRAINING

PROGRAMME FRAMEWORK

Who should attend?

- Everyone

Duration: Half-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

Ian Rheeder is a founding member of the SA Marketing Association, and is the President of the Professional Speakers Association (Johannesburg Chapter) see www.PSASouthernAfrica.co.za

He is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management. Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients.



Whether persuading, informing or educating an audience, this programme is written for the executive who wants to develop their corporate career. Being a great presenter becomes possible for those who know the theory and practice the skill. In business, presenting an idea or concept expertly has bottom line results, but being persuasive also wins respect from peers and clients. Preparing, structuring, delivering, the use of visual aids and question and answering techniques will be covered.

Outcomes

Learners will be able to do the following:

- Relate high-trust marketing & sales techniques to Presenting
- The presenters Checklist: Design, Prepare, Present
- Attitude: Enthusiastic & original. Deliver with power and energy.
- Why, When, Whom & Where to present
- Communication theory
- Tips using PowerPoint
- Use high-tech & low-tech media effectively
- Negotiation Tips
- Build your confidence. Look at controlling the fear of presenting and distracting mannerisms.
- Develop your presence and impact. Engage with your audience using tempo, body language, eye contact techniques, body language.
- Read the audience's attitude

*"There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, **and the one you wish you gave.**"*

Dale Carnegie

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