

# Delivering & Presenting a Powerful Presentation



Decide with Confidence

Everyday, people from every walk of life find themselves in front of an audience presenting their thoughts and ideas. Sometimes the stakes are huge. For business professionals, sales representatives and others, the process related to delivering a compelling presentation is often fraught with frustration. This course will supply all the hands-on instruction and practical tools you need to design and deliver effective presentations.

## LEARNING OBJECTIVES

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On completing this programme, participants will learn the following:

- Overcome mental blocks and barriers when making presentations
- Learn how to project a confident image and win your audience over
- Learn audience profiling techniques
- Learn how to organize your content for effective delivery
- Learn tips on how to ensure your audience walks away remembering your key messages
- Learn how to draw the listener into your story and engage your audience
- Learn how to use body language, visual energy and your voice effectively
- Understand how to use different types of visual aids

## WORKSHOP OUTLINE

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### GETTING STARTED

- Understanding the persuasiveness of presentations
- Triumphant over stage fright and building your confidence
- Learning the fundamentals of presenting
- Understanding and interacting with your audience

### PREPARING THE PRESENTATION

- Defining and developing the central message
- Profiling your audience
- Understanding audience demographics
- Outlining your presentation
- Organising your material

### DELIVERING THE PRESENTATION

- Speaking with energy and conviction
- Using visual energy

- Using body language, gestures and movements effectively
- Understanding openings, transitions, summaries and the call to action
- Using visual aids and powerpoint effectively

### TECHNIQUES FOR A KILLER PRESENTATION

- 5 steps to effective persuasion
- The persuasion checklist
- Techniques for painting mental pictures
- Strategies for engaging your audience
- Using humour to your advantage
- Managing the question & answer session

### MISCELLANEOUS

- Preparing for group presentations
- Presenting in a group setting
- Dealing with details – Physical layouts and equipment
- Power dressing

## ABOUT THE TRAINER – MR MATTHEW JAMES

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Matthew holds a Bachelor in Mass Communications (University of Newcastle, NSW) and is a certified trainer by the Leadership Institute of America. He has twelve years of experience in public relations, corporate communications and media management. He started his professional career as a public relations practitioner at the Singapore Economic Development Board. During his five-year tenure at the board, he was involved in corporate communications, events management and editorial work.

Matthew has extensive experience in conducting highly successful workshops in business writing, EQ and interpersonal skills, teambuilding, presentation skills and media relations. He also actively conducts training workshops in the region. He has been invited by global conglomerates to facilitate workshops in China, India, Thailand, Vietnam as well as Malaysia. Some of his local clients include Singtel, Chevrontexaco, Land Transport Authority, Nokia and the Singapore Police Force.

Matthew is also a strong proponent in the development and understanding of the role that human behavioural science has to play in personal and organizational learning and development.

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**Date:** 7 May 2009, 9am – 5pm  
**Venue:** Grand Park Plaza Hotel, City Hall

**Fee:** [ ] S\$380 for D&B Subscriber [ ] S\$460 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 6 Apr to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
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## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances