

# Delivering & Presenting A Powerful Presentation

by Caroline Dawson



Decide with Confidence

## INTRODUCTION

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. Participants will receive personalized advice on how to improve their presentation skills and confidence through individualized role-plays by the use of video playbacks.

## LEARNING OBJECTIVES

On completing this program, participants will:

- 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

## COURSE OUTLINE

### 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

### 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

### PREPARING THE PRESENTATION

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

### MISCELLANEOUS

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

### DELIVERING THE PRESENTATION

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

### THE TRAINER – CAROLINE JOSEPHINE DAWSON

Masters of Mass Communications (NTU), Certified Employability Skills System Trainer (WDA), Assistant Secretary, Society of Singapore Writers & Advisors (SMGM), Certificate in Teaching English As A Second Language (TESOL)

## ABOUT THE TRAINER – MS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from the Nanyang Technological University, Singapore. She has more than 8 years of invaluable experience in teaching business, environmental and technical communication and 10 years in the field of journalism and publishing.

Caroline's expertise in business writing and language proficiency has seen her train operational, supervisory and managerial staff from various government bodies. Her track record includes organisations such as Land Transport Authority, Supreme Court, Singtel, Singapore Power, HDB and CPF Board. This experience in working with public sector training has become one of her training strengths. Participants of her training workshops attest to her motivational, instructional and highly experiential training methodology.

At the same time, Caroline has also conceptualized, produced and delivered courses such as written and oral presentation skills, communication relationship management, business communication, customer service and teambuilding, among others. She has also worked with the Workforce Development Agency of Singapore to develop training content for the Employability Skills System.

Caroline is also the Assistant Secretary to the Society of Singapore Writers and Advisor, SMGM Foundation, India where she lectures on effective business writing and communication skills. She is also recently awarded a Distinction Certificate in Teaching English as a Second Language (TESOL).

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**Date:** 21<sup>st</sup> & 22<sup>nd</sup> April 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$640 for D&B Subscriber [ ] S\$720 for Non-subscriber  
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payments
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 21<sup>st</sup> March 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: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
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**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## 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 14 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.