

## Effective Business Presentations (in 2days)

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### *Course Outline*

This 2 day course is designed to improve the confidence and skills of participants to ensure that their future presentations are effective, informative and entertaining business presentations. Presentations that convey their message and compel people to act on what they have heard.

You may be nervous about public speaking, you may be concerned about how to structure your presentation or which styles of visual aids will work best. Rather than copy what everyone else seems to do why not find out the best way to give a presentation from someone who knows?

### *Format*

This course is designed to be highly interactive because Young Markets believe that people learn best by doing rather than just by listening. Participants give three short presentations during the day the last of which is videoed for personal review by the participant. Instant feedback on the presenter's performance and style is provided by both the lecturer and by the other participants.

In comparison to the one day course, this course provides more in depth coverage of some topics, two extra topics, styles of influence and room layouts, and lots more practicals to try out the techniques and consolidate the learning.

There is a maximum of 6 delegates on any one course.

### *Participants*

Anyone who has to stand up in front of an audience and get them to listen, including sales people, managers, marketing staff, consultants, project managers, engineers and trainers, will benefit for the unique insights provided by this course.

### *Objectives*

By attending this course you will discover how to:

- Overcome any nervous anxiety about public speaking and use that anxiety to your advantage
- Structure your presentation for maximum effect
- Motivate people through your presentations
- Mix your influencing styles to convince everyone
- Ensure your audience find your presentations interesting
- Make a presentation memorable (for all the right reasons)
- Make sure you never forget an important point
- Lay out a room
- Use the right body language to convey your message
- Stop an audience from getting bored and switching off
- Get your point(s) across

## Agenda

The exact content of any course is always dependent on the needs of the participants; however the standard agenda for our two day Effective Business Presentations course is:

### DAY 1

|       |   |  |
|-------|---|--|
| 9.00  | Registration and Coffee                       |  |
| 9.30  | Course Introduction                           |  |
|       | Delegate Introductions                        | Splitting into pairs delegates prepare a short presentation to introduce each other to the class                           |
| 10.00 | What makes a great presenter great?           | Class discussion on attributes of a great presentation   |
| 10.15 | The 5 Components of an Effective Presentation | OSRAM – Objective, Speaker, Room, Audience, Message  |
| 10.45 | Overcoming the Fear                           | Why people are nervous and how to use that nervous energy to your advantage. How to breathe properly and appear confident. |
| 11.00 | Coffee  |  |
| 11.15 | Remembering What to Say                       | Use of Cue Cards and other tips  |
| 11.30 | It Ain't What You Say                         | The importance on congruence and using body language, vocal tone and eye contact to control the room                       |
| 12.00 | Practical 1                                   | A 3 minute presentation on any topic without slides. & Review  |
| 1.00  | Lunch   |  |
| 2.00  | Presentation Structure                        | How to structure a presentation<br><br>Include practical on Grabbing Attention   |
| 3.00  | Coffee  |  |
| 3.15  | Using Visual Aids                             | Purpose and Design of Visual Aids  |
| 3.30  | Practical 2 (videoed)                         | 5 minute Presentation & Reviews  |
| 5.00  | Summary & Close                               |  |

### DAY 2

9.00 Registration and Coffee

|       |                         |   |
|-------|-------------------------|---|
| 9.30  | Introduction to the day |   |
|       | Re-cap on Day 1         | Brief Overview of material covered in day 1   |
| 9.45  | Practical 3 (videoed)   | Give a presentation using visual aids   |
| 11.00 | Coffee                  |   |
| 11.15 | Styles of Influence     | The 4 main styles of influence, How different people are influenced in different ways |
| 12.00 | Room Layouts            | Different room layouts for different presentation styles                              |
| 12.30 | Lunch                   |   |
| 1.30  | Making it Memorable     | How to make a presentation more memorable (for all the right reasons)                 |
| 2.30  | Coffee                  |   |
| 2.45  | Question Handling       | Tactics for dealing with awkward questions  |
| 3.00  | Practical 4 (videoed)   | Final Presentations & Reviews   |
| 5.00  | Summary & Close         |   |

## *Benefits*

By attending this course, not only will people listen and then act on your next presentation but by discovering how to give an Effective Business Presentation, you will

- Enhance your professional credibility
- Improve your chances of success
- Gain powerful allies
- Widen the scope of your opportunities
- Increase your authority at work

## Endorsements

Comments from previous delegates on Young Markets, Effective Business Presentation skills courses include:

- *“Informative and useful course, I have completely changed my views and preparation methods following your recent training and wanted to say many thanks.”* Craig Welch, Business Development Manager, Fullers Logistics
- *“Excellent, really really informative and absolutely useful to my job. I know exactly what I am going to do with my presentation, how I will rewrite them and preparation. Interactive tips were great.”* Helena Dykes-Simmons, UK Reseller Manager, Veeam
- *“Really enjoyed the presentation skills course. I can say with honesty that I really wasn’t looking forward to the course but it was very well built, great fun and I took a great deal away from it.”* Richard Done, General Manager AREPA (UK) Ltd

## Background

This course has been developed and is run by Graham Young, Senior Partner at Young Markets. It has been developed following many years of designing, creating and giving presentations in my role as marketing manager/director for multi-national companies.

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