

# Art of Presentation

## Open training

### Training description

#### Training objectives:

- Developing the skills of effective presentation and improving managerial effectiveness: communication, persuasion and impact, through the development of communication and presentation skills
- Acquiring the skills of professional preparation and effective implementation of presentations, focused on achieving specific goals, effective sales of ideas/solutions
- Developing the ability to attract attention of your audience
- Dealing with difficult situations

#### Participant's profile:

Directors, Managers, Sellers / Consultants and other employees who present the company and its products, who persuade colleagues, supervisors, investors to proposed solutions, have contact with clients, suppliers, journalists, etc.

**Note: the program of the training “The art of presentation” contains inspirational elements, tools and numerous practical exercises carried out by each participant individually and/or in groups. Each participant of the training will have a chance to give a presentation which will be recorded, and then played and individually discussed in a separate room by the coach (individual coaching).**

During the training a simulation of the presentation situation will take place. During the training, multimedia tools will be also used. Subjects of presentations are selected by participants and related to their daily work.

The training materials for participants include:

- **Guide/manual** documenting the acquired knowledge in a very practical form
- **Memory stick** with presentations of a given participant
- **Analysis form** of presentations of a given participant

#### Benefits for the participant

After the training participants:

- use elements of non-verbal communication to support verbal communication and the main theses of the presentation
- can design a logical, clear and understandable speech
- match presentations to recipients better, through the ability to adjust the level and method of communication
- increase control over the group, themselves and the situation, maintain self-confidence throughout the presentation
- know techniques to increase the involvement and interest of listeners

- choose and present arguments better
- use question and answer sessions better

### Methods:

individual and team exercises, role playing, elements of individual coaching, presentations using a video camera, inspiration (theory) supported by numerous examples from life. The training is conducted by two people - a trainer and a coach

### Group size:

6 - 12 persons

### Duration:

2 days (9:00-17:00)

### Place:

Warsaw

**Participation costs: 3 500\* PLN per person (+23% VAT)**

#### \* Assumptions:

- The above price is a net amount that will be increased by the amount of a value-added tax
- The above price comprises the costs associated with the participation in the program, training materials, training room and conference equipment, a lunch and a coffee break for the participants
- The above price **does not** comprise the costs arising out of participants' travel to the training venue and accommodation if applicable

## Training content

### Introduction

- A story to remember
- Objectives
- Program of the training
- Principles
- Presentation 1
- Characteristics of good and bad presentations

### Behavior of the presenter during the presentation p. I

- Analysis of presentation 1
- How to stand – techniques, exercises
- Gestures - techniques,
- Appearance 1
- Movements - techniques,
- Appearance 2

### **Analysis of recipients of the appearance**

- What are the consequences of not knowing your recipients?
- Analysis of sample appearances
- Preparation of the analysis of recipients
- Appearance 3
- Key behaviors during the presentation

### **Transparency of the presentation**

- What is the purpose of the presentation structure?
  - Functioning of the memory
  - Apple tree method
- Exercise - presentation based on the article
- Logic platforms
- Presentation 2
- Building an effective presentation

### **Behavior of the presenter during the presentation p. II**

- What are the consequences of not knowing your recipients?
- Analysis of presentation 2
- Eye contact – techniques
- Appearance 4
- Voice - techniques
- Appearance 5
- Arousing interest among the audience
- Techniques aimed at drawing attention to the presenter
- Techniques aimed at drawing attention to participants

## The beginning of the presentation

- What does a good beginning contain?
- Structure of the beginning of the presentation
- Appearance 6

## Presenting an idea

- Presentation structures
  - Key elements
  - Time structure
  - Location structure
  - PAR structure
  - ODK structure
- Emotion-based sequences
- Tools enhancing communication
- Presentation 3 – final

## Difficult situations during the presentation

- Examples of difficult situations
- Techniques for answering questions
- Exercise - questions for the presentation

## End of the training

- Summary of the main items of the program