



The Skilled Presenter™

Deliver clear and memorable presentations

Brief Programme Overview

The Skilled Presenter™ workshop examines how to deliver a presentation. We focus on how listeners perceive the speaker, and introduce reliable techniques that professional speakers use to prepare and deliver presentations.

Participants deliver stand-up presentations, and receive feedback from the instructor and other participants.

Videotaping

We will provide you with your own videotape of the presentations you deliver. This provides a record of your presentations, and shows your progress.

Workshop Content

Positioning Your Ideas for Your Audience's Core Concerns

- Tying your presentation together by giving your listeners a simple, memorable, unifying idea
- Addressing your listeners' concerns
- Being sensitive to cultural and gender differences, and special needs
- Book-ending the presentation: effective openings and closings

Ways to Involve Your Audience

- Using your listeners as a focus group
- Moving discussions along, while maintaining control

Techniques to Overcome Nervousness

- How structured presentations cure nervousness
- Tips from theatre performers and professional athletes
- Assessing the results of *The Skilled Presenter™ Confidence Test*

How to Practice

- Keys to pacing: separating your topics and using transitions
- Memory devices anybody can use
- Focusing on timing during practice runs
- What to do on the day of the presentation

Crafting Your Content

- Fleshing out presentations with examples and stories
- Adding concrete details to reinforce ideas
- Making facts and figures memorable
- Keeping quotes succinct and pertinent

Using Language Your Listeners Will Understand

- Avoiding jargon and foggy language
- Explaining technical terms clearly and simply

Eye Contact: the Most Powerful Persuader

- Keeping eye contact comfortably
- Approach cues: using eye contact to show your listeners that you like them, and to relax yourself
- Using eye contact techniques from theatre and television

Gestures, Stance and Movement

- Using gestures naturally
- Standing squarely, and moving with a purpose
- Stopping yourself from using distracting gestures

Using Humour

- Ensuring that humour pertains to your subject
- Including yourself in humour

Fielding Questions

- Bridging techniques to clarify questions and buy time
- Identifying and preparing for commonly-asked questions
- Dealing with interruptions
- Dealing with hostile questions

Trends in Visual Aids

- Using your visuals as your notes
- Managing flipcharts
- Creating transparencies and slides
- Distributing handouts: what, when and why
- Using computer slideshow

Who Should Attend?

Anyone who presents to small groups or large audiences. E.G. Management meetings, sales presentations, briefings, employee presentations. You will receive plenty of practice and hear evaluations about your delivery from our instructor and other participants.



Workshop Materials

Every participant receives a bound 190-page copy of The Skilled Presenter™ manual. The text acts as a workbook during the programme, and as an easy-to-use reference afterwards.

- **Comprehensive coverage:** providing a thorough review of presentation techniques.
- **Plenty of worksheets:** devised for analysing your audience and preparing presentations.
- **Voice-training exercises:** aimed at improving your projection, breathing, range and articulation.
- **Copies of overhead transparencies used in the workshop:** so participants do not have to take notes - they can easily follow along as the course progresses.
- **The Skilled Presenter™ Confidence Test:** originally conceived for the workshop and not published anywhere else.
- **Feedback Forms:** for participants to evaluate presentations during the workshop, and extras for use afterwards.

Workshop Costs Options

- Public Workshops : First delegate: £950 + VAT.
Additional delegates: £855 + VAT.
FREE IF IN-HOUSE IS TAKEN AFTERNWARDS
- In-House Workshops : £6900+VAT per delegate per day for up to 10 delegates

SPEAKER: Indigo Master Trainer - Richard White

Richard White brings a wide range of practical business experience to his training. He has worked in a corporate environment as an engineer before spending 15 years managing customer service, marketing and sales operations. He subsequently held a senior position on people development programmes in BT. His corporate career gave him both first hand knowledge of day to day management issues and the opportunity to play a leading part in many cutting edge projects.

Richard has worked with businesses and government organisations throughout the UK as well as in France, Germany, Sweden, Switzerland, Romania and the USA, training their people in thinking skills, creativity, management and communication.

Richard is passionately committed to providing training that brings practical changes, which delegates can use immediately to make a positive impact for their organisations.



Past participants said...

"Major strength: practice techniques that work!"

"Now I have techniques I can use to get rid of the butterflies before a presentation"

"Exceptionally good tips on dealing with uninterested (or even hostile) groups"

"Learned how to deliver presentations clearly and simply"

"Specific tips on explaining technical terms (and avoiding jargon) will help me deliver much better presentations"

"Liked the techniques that I can put into effect when developing Intros and Endings for my presentations"

"Will benefit from the materials on how to address audiences with different levels of background knowledge"

"Showed me areas I can concentrate on: using examples, eye contact, voice, gestures, visuals"

"Major benefits: Opportunities to make presentations and get feedback"

"I enjoyed the practice in front of the camera, allowing for self-evaluation"

"Great tips on voice development and control"

"Peer evaluation, constructive criticism"

"Remarkable techniques for handling questions"

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