

## Successful Presentations

### Course description

Successful presentations is a practical presentation skills course designed to give delegates the confidence to make effective presentations that will be remembered.

### This course suits

Any person required to make business presentations at any level.

### What delegates will gain from the course

- Greater confidence to make effective presentation with personal composure
- The ability to focus on a clients exact needs
- Understand the difference between features, benefits and matching benefits
- Return to the workplace with a well-practised presentation which can be implemented immediately

### Timetable

09:30 - 10:30 Coffee & Course Objectives

10:30 - 11:15 First Impressions  
*(Body language, dress sense, voice/language and being your natural self.)*

11:15 - 11:45 Tips On Giving Effective Presentations  
*(Tell them about what they want not what you think they want plus other critical points.)*

11:45 - 12:00 Coffee break

12:00 - 12:30 Features & Matching Benefits  
*(During this module delegates work in pairs to maximise the features and benefits of an everyday object.)*

12:30 - 13:15 The Key Elements Of Interpersonal Communication

13:15 - 14:00 Lunch Break

14:00 - 14:45 Setting Out Our Objectives *(What do we really want to achieve with this presentation?)*

14:45 - 16:15 Participants To Give Presentations\*  
*(Delegates to give a short presentation. This should be a presentation they are required to make as part of their job and should last no longer than 10 minutes.)*

16:15 - 16:30 Feedback And Constructive Criticism

16:30 - 16:45 Summary & Action Plans Agreed

\* Delegates attending this course are required to prepare in advance a presentation to give on the day

