



[www.braceybusinessstraining.co.uk](http://www.braceybusinessstraining.co.uk)

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## **Presentation Skills**

**This can be a one or two day course depending on the client needs**

An audience will typically remember 50% of the delivery element of a presentation.

This is an aspect often overlooked by untrained presenters. Since most presentations are designed to 'sell' ideas, products, business, thoughts or conclusions, it is essential that the presenter knows the key elements in making the presentation effective..

This course is designed to fill the knowledge gap in an interactive and participative way. The second day requires the delegate to complete a short presentation that is reviewed by the other group members and trainer to give maximum learning opportunities and includes video reply.

### **Course Content**

#### **Day 1**

Presentation Situations  
Communicating  
AM/PM (Audience, Message / Presenter, Medium)  
Learning about your audience  
Why the might stop listening  
Setting realistic objectives Structuring the presentation  
The 'selling' process  
Overcoming nerves  
Setting your 'stage'  
Effective use of visual aids  
Doing it for real  
Fielding questions  
Exercises

#### **Day 2**

Practical Presentations  
Feedback