



**289-P24-CE**



**In-Class**



**16 hours**



**EGP 3990**

## **Course Description:**

The purpose of this training is to guide participants how to present and prepare compelling, high-impact presentations. Participants will also learn how to build and deliver presentations using basic, inventive themes. Additionally, they will learn how to leave a lasting impression while boosting their delivering abilities and confidence.

## **Target Audience:**

For all staff within the organization, particularly junior-level employees seeking to enhance presentations and design techniques.

## **Course Objectives:**

**By the end of this course participants will be able to:**

- Describe the three principles of persuasion and presentation.
- Illustrate how to structure a presentation and visuals with focus, clarity, and impact.
- Explain the tips for preparing presentation slides.
- Demonstrate how to prepare yourself as a presenter.
- Summarize how to deliver compelling high-impact presentations.

## **Course Outline:**

### **Module 1: Presentation Primer**

- What is presenting?
- Principles of Persuasions
- Character, Logic, and Emotion
- The 3 Principles of Presenting
- Elevator Pitch Activity
- Evaluate Your Presentation Skills

### **Module 2: Preparing your structure**

- Go offline!
- What's In It For Me "WIIFM"
- Know Your Audience
- Research your topic
- Creating Your Structure
- Consolidate, group, and edit your Ideas
- Visualizing your Ideas

### **Module 3: Preparing your Slides**

- Importance of Slides
- Start with Slide Sorter View
- Fonts and Background



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- Making Use Contrast
- How Many Bullet Points on a Slide?
- Shrink your words and simplify numbers
- Using Quotes on Your Slides
- Using Animation
- Slide Design Tips

#### **Module 4: Preparing yourself**

- Are You an Expert?
- Reasons for being nervous in a presentation
- Dealing with Nerves
- Avoid Desert Mouth Syndrome
- Breathing Exercise
- How to Look?
- Attitude, Skills and Knowledge

#### **Module 5: Delivering your Presentation**

- The Bob Pike Group's Laws of Adult Learning
- What makes a good presenter?
- Engaging your Audience
- Art of Storytelling
- Your Body Language Matters
- Using Your Eyes
- Pitch, Volume & Rate of Speech
- Having a Powerful Ending
- General Presentation Tips
- Presentation Tips from Steve Jobs

#### **Assessment Strategy**

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

#### **Upon Successful Completion of this Course, participants will obtain:**

1.3 CEUs

#### **Course Language:**

Arabic/English

#### **Prerequisites:**

Intermediate level of English language proficiency, in case of attending the course in English