



298-P26-CE



In-Class



16 hours



EGP 5,170

Course Description:

This course aims to guide participants in presenting and preparing 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 delivery abilities and confidence.

Target Audience:

This course is designed for all staff within the organization, particularly junior-level employees seeking to enhance presentation and design techniques.

Course Objectives:

- 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 Persuasion
- 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
- Making Use of 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



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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:

English.

Prerequisites:

None.