



# PRESENTATION SKILLS

*A good presentation gets you recognized and remembered*

A **dynamic, participative course** for professionals who want to make presentations **with an impact**.

## COURSE OBJECTIVES

*Stand out from the crowd with a great presentation*

- **Control** all phases of a presentation
- Gain **self-confidence**
- **Captivate and motivate** the audience
- Deliver information more **effectively and attractively**
- Master **rhetorical tools and non-verbal language**
- Learn to manage **difficult questions**
- Learn how to make your **body language** support your words instead of betray your lack of confidence whether speaking to a **live audience** or **onscreen**
- Bring your **strengths** to the fore and build a **personal presentation style**

## COURSE CONTENT

- **Preparation:** deep dive into the audience, the message, and the aims
- **Phases:** transform plans into purposes – how your aims affect the schema.
- Channeling Aristotle: using **elements of persuasion** in the 21st century
  - o *Ethos* – be credible
  - o *Pathos* – be empathetic
  - o *Logos* – be logical
- **Make it logical:** Structuring your speech for ease of understanding.
- **Style** development: make it **clear, coherent, fluent, and fascinating**.
- The power of words:
  - o **Verbal tools** : repetitions, contrasts, anecdotes, quotations, rhetorical questions
  - o **Vocal tools:** intonation, voice range, pace, pausing
  - o **Visual tools:** posture and on-screen presence, visual contact, body and gestural language
- Make friends with **the audience:** interaction, insight, involvement

## THE COURSE, STEP BY STEP

An **interactive, practical** course where participants will **prepare and deliver their own presentations** and apply the techniques dealt with in the course

- Initial brainstorming.
- Layered introduction of concepts and techniques
- Analysis of presentations
- Layered practice with presentations made by participants
- Individual tutorials
- Feedback from peers and teacher

## PRACTICAL INFORMATION

### COURSE TYPE

- **Workshop:** (up to 12 people): one full day (8 hrs) or 2 days (4 hrs per day)
- **Complete course:** 16 hours (super intensive, semi-intensive or intensive)

NOTE: *this hourly load and distribution can be adapted to the number of participants and their needs.*

### DELIVERY FORMAT

- **Face to face:** in company or in our offices
- **Virtual:** through video conferencing platform

### TIMES AND DATES

Please contact us

### MINIMUM LEVEL REQUIRED

Upper intermediate/B2

NOTE: *The course is entirely in English and the presentations for analysis and by the trainees will also be in English; however, the work is on techniques and not on language, so the skills are transferable to any language.*

**MAKE EVERY PRESENTATION  
A GREAT PRESENTATION**



**Fundación Tripartita**  
PARA LA FORMACIÓN EN EL EMPLEO