

Advanced Business Presentation Workshop Outline

This workshop is designed to improve the performance of the participants to ensure that their future presentations are effective, informative and entertaining business presentations. The presenter's style, the content and structure of a presentation will be reviewed and developed during the workshop.

Format

This workshop is tailored to the needs of the participants. The format is very flexible with the exact content being defined by the experience and skills of the participants. It is designed to be highly interactive because Young Markets believe that people learn best by doing rather than just by listening. Participants should have a presentation which they have given recently or are planning to give as a starting point for the workshop. Participants should also bring a laptop to enable them to work on their presentation structure and slides.

There is a maximum of 4 “active” delegates on any one workshop.

Participants

Aimed at people who have conquered their fear of presenting and who now want to raise their game to a new level.

It is particularly relevant to people who have an important presentation coming up, which they want to ensure is successful.

Objectives

The objective of this workshop is to fine tune the presenter's skills and his or her presentation, to maximise the opportunities provided by its delivery.

By participating in this workshop you will discover:

- The strengths and weaknesses of your presentation style
- How to crystallise your objectives for a presentation
- The affect of a clear objective on a presentation's content
- How to structure your presentation for maximum effect
- How to handle awkward questions
- What to do with disruptive elements of the audience
- Ensure you have a positive influence on all your audience
- Diminish the effects of bad habits
- How to design your slides for maximum attention
- Hundreds of trade secrets, hints and tips to ensure your next presentation is a winner

Agenda

The exact content of any workshop is always dependent on the needs of the participants; however the standard agenda for our one day Advanced Business Presentations workshop is:

9.00	Registration and Coffee	
9.30	Workshop Introduction	
	Delegate Introductions	Splitting into pairs delegates prepare a short presentation to introduce each other to the class
10.00	Introduction to Effective Presentations	OSRAM – Objective, Speaker, Room, Audience, Message
10.30	Participants Presentations	Participants give their presentations which are videoed. (Max 20 minutes each)
	Coffee	
12.00	Presentation reviews	Review of the style and content of each presentation, using video, including both generic and specific hints & tips
1.00	Lunch	
2.00	Handling Questions	How to handle questions and awkward audience members
2.20	Presentation Development	Opportunity to fine tune your material Tutor on hand for both group and individual guidance
	Coffee	
3.30	Participants Presentations & Final reviews	Re-run of the improved presentations
5.00	Summary & Close	

Benefits

This workshop gives people the ideal opportunity to create, practise and refine both a specific presentation and their general presentation skills. Through practical examples participants will learn what will work best for them.

Background

This workshop has been developed and is run by Graham Young, Senior Partner at Young Markets. It has been developed following many years of designing, creating and giving presentations in my role as marketing manager/director for multi-national companies.