

# Persuasive Presentation Skills Workshop

MEDIUM : Cantonese / English

COURSE CODE : PPSW

DURATION : 1 Day

FEE : HK\$3,480

EARLY BIRD : HK\$3,180

14 Nov, 2018 (Wed)

This programme will introduce and build the participants' techniques of making a successful presentation. They will discover the four (4) P's of Persuasive Presentations to be clear, concise and credible via a systematic process

1. **Plan** – use our exclusive Diamond Planning strategy to customize content.
2. **Prepare** – apply the efficient preparation worksheet to build the introduction, body and conclusion for the presentation
3. **Practise** – understand “perfect” practise makes perfect.
4. **Present** – deliver with presentation techniques which are lively, entertaining and multi-sensory.

After attending this programme, participants will be able to:

1. Organize information in a logical format which is audience focused.
2. Prepare a clear introduction and a winning conclusion that capture and connect with the audience.
3. Present information in an interesting and engaging way.
4. Keep to time.
5. Control body language to look confident, approachable and passionate.
6. Know how to use the voice to entertain and project energy.
7. Practise audience adaptation by adjusting speaking style.
8. Prepare relevant visuals that are easy to see and understand.
9. Deal with questions that are difficult to handle.
10. Call for action and get results
11. Apply principles promoted in this programme to your work environment “consciously”

## Methodology

*Role-plays and reviews, discussion and reflection, checklists, lecture and questionnaire*

## Who should attend

Anyone who does presentations and produces presentation slides and handouts for any purpose, such as internal communication within an organization, business presentations and training.

## Course Outline

### 1. Creating the Context

Participants will be introduced to:

- Conscious Awareness and presentations
  - Presentation Benchmark – *role-play* from participants
- Presentation, discussion, individual presentation from each participant**

### 2. Presentation Styles Inventory for Audience Adaptation

Using a *communication profile*, participants will discover:

- Their natural speaking and listening styles
  - Identify the different kinds of audiences
  - How to adjust their speaking style to get the message across successfully
- Questionnaire, presentation, discussion and reflection**

### 3. Controlling Nervousness

Participants will discover how to:

- Control nerves and stage fright through breathing and pacing
- Use the 4P's

**Discussion, practical exercises, reflection**

### 4. Developing Content

Learn a simple format, to plan, prepare and customize content to meet the objectives of both the audience and the presenter:

- Focus on positioning the key message to relevant parties
- Plan and prepare information to be relevant to the needs of the audience
- Sell the message with FAB statements (Features, Advantages and Benefits)

**Presentation, discussion, individual practise of the methodology and review**

### 5. Persuasive Delivery

The focus will be on building and projecting self-confidence by acquiring the techniques of how to look and sound persuasive while presenting. Topics will focus on:

- Visual components of body language, posture, gestures and facial expressions
- Appropriate dressing for presentations
- Vocal Components of voice that include tone, volume, pitch, speed, emphasis and enunciation
- DVD Role-play Review of morning's presentation for content and delivery

**Presentation, discussion, exercises, Persuasive Presentation checklist**

### 6. Video Role-Play Review

The participants will receive *feedback on the role-play* from session 1. They will understand the application of concepts.

### 7. Persuasive Delivery

The participants will realize how to engage the audience with language design:

- Picture-painting examples
- Repetitions
- Rhetorical questions

**Presentation, discussion, exercises, Persuasive Presentation checklist**

### 8. Reinforcement Role-Play

The participants will apply the newly-learned skills for enhancing their presentation:

- Plan with the Diamond Plan Repetitions
- Prepare the presentation style
- Practise the skills in a new round of role-play
- Receive feedback for continued development

# COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction
<b>November 2018</b>								
2	Nov-13	Creative Thinking and Innovation	NEW CTI	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-14	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-15	Effective Business and Email Writing	EBEW	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-16	Time and Task Management	TTM	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
3	Nov-23	Key Account Management	NEW KAM	1	HK\$3,480	HK\$3,180 Oct 26, 2018	Oct 31, 2018	C
4	Nov-28	Influential Leadership Workshop	ILSW	1	HK\$3,480	HK\$3,180 Nov 2, 2018	Nov 7, 2018	C/E
	Nov-30	Problem Solving and Decision Making	PSDM	1	HK\$3,480	HK\$3,180 Nov 2, 2018	Nov 7, 2018	C/E
<b>December 2018</b>								
1	Dec 4-5	Project Management Workshop	PMW	2	HK\$6,480	HK\$5,980 Nov 9, 2018	Nov 14, 2018	C/E
	Dec 6-7	Innovation 123	NEW IN123	1.5	HK\$5,380	HK\$4,980 Nov 9, 2018	Nov 14, 2018	C/E
2	Dec-10	Coaching and Motivating your Work Team	NEW CMWT	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-11	Personality Styles and Team Communication	NEW PSTC	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-12	Corporate Image + Business Etiquette	CIBE	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-13	Consultative Selling Skills	NEW CSS	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C

C = Cantonese, E = English

**TIME:** 9:00 am - 5:00 pm daily    **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

**\* Fees include refreshments and buffet lunch**

**PAYMENT AND CONFIRMATION:**

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

**CANCELLATION AND SUBSTITUTION POLICY:**

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

**ATTENDANCE CERTIFICATE:**

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

**CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:**

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

*Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.*

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name :**

**Address :**

**Contact Person :** (Mr / Ms)     **Job Title :**

**Direct Line :**     **Email Address :**

**Mobile :**     **Fax :**

**Authorized Person :** (Mr/Ms)

**Job Title :**     **Direct Line :**

**Signature :**     **Date :**

Cheque enclosed for HK\$

**Please note seminar fees are payable in advance**

Made payable to **Communications Engineering Ltd.**  
Please tick (✓) if you require a receipt

**BY PHONE:**  
Call Miss Mak at:  
**2838-1182**

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**BY FAX:**  
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