

Presentations 2: The Presentation

Course length: 45 mins*

Course Code: 103080BT052

This course gives you the skills you need to structure and deliver an effective formal presentation.

Benefits for the Learner

Most managers have suffered the embarrassment and indignity of “the presentation that went bad”! If you’ve ever delivered a poorly prepared presentation to a bored or hostile audience, you’ll be keen to master the skills to need to make sure you’re never in that situation again.

This course explores the “dos” and “don’ts” of making a face-to-face business presentation. You’ll learn how to structure a presentation and deliver it effectively and be shown techniques to ensure your audience “buys in” to your message. Once you have finished the course, you will be in a stronger position to inform, persuade and influence through effective presentation.

Benefits for the Business

Bad presentations are bad for business! In today’s highly competitive environment, you often only get one chance to get your message across so it’s vital that you have the skills and techniques to make the most of the opportunity.

Good presentation skills are within everyone’s reach. This course will help your managers deliver business presentations with more impact that create interest and excitement in your products or services and trust and enthusiasm in your business.

What Does the Course Cover?

- Structuring a presentation correctly
- Integrating audience needs to ensure ‘buy-in’
- Elaborating content for maximum impact
- Adding variety and emphasis
- Dealing with difficult audiences
- Using presentation resources effectively

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 45 minutes to complete.

*Courses are accessible for six months from the date of purchase.