

# Pitching and Presenting Your Message

...making winning presentations and pitches

Delivering a dynamic and persuasive presentation that captures the interest and attention of your audience can help open doors, increase your confidence and career possibilities. Creating interest and excitement in your subject and trust and enthusiasm in your audience are key to conveying your message effectively and making a winning presentation. This course offers the opportunity to hone your presentation skills giving you the tools and techniques to plan and deliver quality presentations with confidence. You will leave the course with real belief in your presentation skills.

## Content

- What makes a quality presentation?
- Organising your presentation – why, what, who
- Structuring your ideas
- Presenting concepts
- Understanding your audience
- Preferred communication styles
- Presentation techniques – verbal and non-verbal
- Coping with difficult personalities
- Practical planning for presentations

## Features

- Tools and techniques to plan an effective presentation
- Practical sessions to increase confidence
- Step-by-step guide to presentation structure
- Tips for handling difficult personalities

## Organisations that have sent participants include:

Avios, Aviva, Chevron, BT, Johnson & Johnson, Legal & General, Roche, Virgin Atlantic Airways, BMW, Hewlett Packard and Vodafone.

**Duration:** One day course

**Venue:** London Gatwick

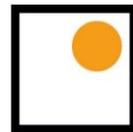
**Course price:** £345 +VAT

*“I found everything I learnt sunk in and there were lots of useful tips to take back, not just for presentations but meetings too. Unpressured and relaxed class. Thank you.”*

**Jodie Callaghan**

**Business Change Executive** virginatlantic





# Pitching Your Message

## One Day

### 1. What makes a quality presentation

- Critical areas for success
- The benefits and problems
- Practice session - feedback

### 2. Organising your presentation – why, what, who

- Why am I giving the presentation?
- What are the essential messages?
- Who are my audience?

### 3. Structuring your ideas

- The three principles of structure
- The key message
- The impact of '3'
- Supporting your message
- Techniques for emphasis

### 4. Presenting concepts

- Using visual aids
- Methods for presenting concepts

### 5. Understanding your audience

- Assessing personal motivations
- Assessing task motivations
- Customising messages to suit the audience

### 6. Preferred communication styles

- How behaviour is influenced
- Methods of receiving information
  - Visual
  - Auditory
  - Kinaesthetic

### 7. Presentation techniques – verbal and non-verbal

- The do's and don'ts
- Effective communication
  - Reading between the lines
  - Body language
  - Persuasion

### 8. Coping with difficult personalities

- Reframing objections
- Handling difficult questions
- Spontaneous presenting

### 9. Practical planning for presentations

- Main pitfalls
- How to avoid them
- Six keys to a good presentation

### 10. Final practical session

- Preparation
- Presentation
- Feedback

