

# Persuasive Presentation Skills

AN ISM EXECUTIVE TRAINING COURSE



"This course will help me master in my own area."

**Abinash Mohapatra, Nutricia**

## Key learning outcomes:

- Be more fluent in the delivery of presentation material.
- Fine tune their speaking confidence; step up their enthusiasm.
- Respond more sensitively and accurately to audience reactions.
- Design, produce and use, highly effective visual aids.
- Dealing with complex data and information
- Maximizing the use of PowerPoint to enhance presentation.



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## Key areas covered:

- How to prepare, structure and rehearse a presentation with minimum time and effort.
- How to structure what you say to ensure maximum persuasive impact.
- How to enhance what you say with effective visual support
- How to use your voice-pace and pause, more effectively.
- How to encourage feedback from your audience to ensure that your points are accepted.
- How to recognise and project non-verbal signals!
- How to perform in a team presentation
- The use and abuse of visual aids
- Designing structure, content and logic of the effective persuasive process.
- How to organise thoughts, key words and arguments and use mind-mapping techniques to translate these into heightened conversational speech and word pictures.
- How to express benefits with power and commitment.
- Getting audience commitment in a controlled manner. Dealing with questions and audience interruptions.

## Introduction:

Everyone who has to present in public will benefit from this course. Especially if you have to speak at meetings and conferences; put up a case to the board; communicate company policy; pitch to prospective customers; carry out business development responsibility.

This course shows you how to build up your confidence; marshal your material in a logical order; achieve rapport with your audience and have them under your control; command their attention and keep their interest.

## Purpose of this course:

This course is a busy workshop designed to help you develop and improve the style and content of your business presentations.

You will have the opportunity to present individually and as part of a team and will see your presentations improve with each performance!

You will look, speak and feel in control, which will enhance both your personal success and that of your organisation!

## Benefits:

Your organisation will benefit through results gained in increased business.

You will build confidence and enthusiasm, which will lead to more enjoyment from your business presentations.



“A well-delivered presentation can make a powerful impact on your audience and ensure you deliver the message you want them to hear. In today’s business environment making effective presentations is not only an advantage it is a requirement for success in your chosen profession.”

**Course Leader: STEVE HALLIGAN**

Steve makes 100’s of presentations every year to thousands of people, from small groups in a training room or to a crowd of thousands as a renowned conference speaker. Recently he addressed over 400 people at the Dubai Quality Group conference, over 500 people at the Gulf Marketing Review conference in Bahrain and a large gathering at the recent HR Summit held in Dubai.



On any given day Steve will almost certainly be presenting in either a training or learning capacity, a selling capacity or in his own capacity as the Managing Director of a company. He has also been an ISM course director for 4 years and in that time has run the Persuasive Presentation Skills course in regions such as Jordan, Saudi, Kuwait, Qatar and the UAE to everybody from Marketing Executives of small organizations to Managing Directors of Blue Chip companies in virtually every type of industry.

He has been in Dubai since 1991 and during his time in the region he has gained unique insights into the issues that motivate (and in many cases de-motivate) employees and what management can do to develop and implement more productive strategies.

His highly energetic and clear communication style helps to make what is a very complex issue, simple and understandable with actionable ideas and recommendations. He has worked with multi-national, local companies and several government bodies.

With the research tools he has developed, Steve has a wealth of data and case studies to support his training interventions. Steve has develop and delivered a series of training programs across the region ranging from leadership and management to personal skills such as time management and public speaking.



# COURSE REGISTRATION FORM

## Persuasive Presentation Skills



**ISM**  
Institute of Sales & Marketing

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

### 1 SELECT NUMBER OF ATTENDEE(S): 2950 Dhs per Delegate

- One (1) Delegate
- Two (2) Delegates
- Three (3) Delegates
- Four (4) or more Delegates

"ISM COURSES ARE ALWAYS  
GREAT VALUE FOR MONEY"  
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

### 3 COMPANY DETAILS - Please complete in block capitals

Organisation name: \_\_\_\_\_ Industry \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

### 4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 P.O Box: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorising Signature\* (Mandatory): \_\_\_\_\_

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing : \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_

Please Fax back the completed form to + 971 4 457 3999  
 We will send you confirmation of your booking and further details.  
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 457 3999

Please send me details of 2012 training calendar

- Negotiation Master Class 10th, 11th & 12th June 2012
- Presentation Skills 14th & 15th June 2012
- Finance for Non-Financial Managers 17th, 18th & 19th June 2012
- Advanced Sales Management 24th, 25th & 26th June 2012
- Strategic Business Planning 1st, 2nd & 3rd July 2012

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 PO Box No: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel No: \_\_\_\_\_ Fax: \_\_\_\_\_

### TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

**Cancellation:** If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

**Condition:** You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.