

## Effective Presentations

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**Version:** 1

**Course Length:** 1 day (6+ hours)

**Audience:** Students interested in learning effective presentation skills

**Prerequisites:** None

**What's in *Effective Presentations*:**

Effective Presentations skills are essential to deliver solid sales pitches. Learn how to create and deliver effective presentations. The open, modular-style manual is design for quick scanning in the classroom, and is filled with interactive exercises that will allow students to explore the complexities of Effective Presentations.

**Objectives:**

- Identify and use effective presentations, use different types of presentations, plan a presentation, and determine primary and secondary objectives.
- Analyze the audience, determine the supporting material, and learn about different types of supporting material.
- Incorporate visual aids, understand the types of visual aids, display, and create visual aids.
- Handle the questions effectively, approach the question-and-answer session, responsibilities during a session, and handle challenging questions.
- Persuade a presentation, understand the goals of persuasion, organize a persuasive presentation, and use the methods of persuasion.

### Topic-Level Outline

#### Unit 1 : Fundamentals of presentation

*Topic A: \* Effective presentations*

A-1: Understanding effective presentations

A-2: Understanding different types of presentations

*Topic B: \* Planning a presentation*

B-1: Establishing objectives

B-2: Determining objectives

B-3: Making realistic objectives

#### Unit 2 : Audience analysis and supporting material

*Topic A: \* Audience analysis*

A-1: Analyzing the audience

*Topic B: \* Supporting materials*

B-1: Selecting supporting materials

B-2: Understanding the types of supporting material

B-3: Exploring retention and visual aids

#### Unit 3 : Building presentations

*Topic A: \* Build presentations*

A-1: Building the presentation

*Topic B: \* Develop an introduction*

B-1: Developing the introduction

B-2: Capturing the attention of the audience

*Topic C: \* Organize the body of the presentation*

C-1: Organizing the body of the presentation

C-2: Using transitions

*Topic D: \* Effective conclusion*

D-1: Creating the conclusion

D-2: Closing the presentation

#### Unit 4 : Presentation mechanics

*Topic A: \* Visual aids*

A-1: Introducing visual aids

A-2: Using different types of visual aids

*Topic B: \* Understand visual aids*

B-1: Displaying visual aids

B-2: Creating visual aids

#### Unit 5 : Presentation process

*Topic A: \* Extemporaneous speaking*

A-1: Understanding the presentation process

*Topic B: \* Preparation for speaking*

B-1: Reducing the fear of speaking

B-2: Using warm-up routines

*Topic C: \* Deliver a presentation*

C-1: Using different aspects of voice

*Topic D: \* Nonverbal communication*

D-1: Using nonverbal communication aids

D-2: Maintaining a focus on the audience

#### Unit 6 : Question-and-answer session

*Topic A: \* Handle questions effectively*

A-1: Handling questions

A-2: Understanding the question-and-answer session

*Topic B: \* Handle challenging questions*

B-1: Handling challenging questions

B-2: Handling challenging audience

#### Unit 7 : Fundamentals of persuasion

*Topic A: \* Understand persuasion*

A-1: Understanding persuasion

A-2: Analyzing the audience

A-3: Motivating the audience

A-4: Making claims

*Topic B: \* Organize a persuasive presentation*

B-1: Creating a persuasive introduction

B-2: Understanding the body of a persuasive presentation

B-3: Using transitions

*Topic C: \* Methods of persuasion*

C-1: Using different methods of persuasion