



THE INSTITUTE OF  
SALES & MARKETING

## Presentation Skills.

January 24<sup>th</sup> 25<sup>th</sup> 26<sup>th</sup> 2010 in Dubai

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### How to be Clear, Confident and Persuasive.

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.

**"...the most notable skill a person can have"**

However few people present properly or even adequately and some even fear speaking in public than dying !

This highly interactive training course will teach you **proven step by step methods in order to make extremely powerful presentations** each and every time.

### 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.

You will appreciate the language and material that motivates people. You will be better at thinking on your feet and speaking from notes; more skilled at interpreting non-verbal signals from an audience.

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### **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.

### **Content**

You will perform individual and group presentations supported by visual aids. Each presentation will be recorded on VHS video and analysed in a supportive way to highlight your personal strengths and areas needing attention.

### **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.
- Dealing with complex data and information.
- Maximising the use of PowerPoint to enhance presentations.

### **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.

The two key features of this persuasive presentation skills workshop are improved style and persuasive presentations - the benefit - more individual and company success!



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## STEVE HALLIGAN – Course Director



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.

His highly energetic and dynamic style ensures that all course delegates leave with some new found knowledge or ability.

The trainer [Steve] was extremely good, thank you all very much

Sushim Mukherjee  
Executive Manager - Seven Seas Computers

The trainer's knowledge was excellent - Well Done and Thanks!

Bassem Estwani  
Export Manager - Seven Seas Computers

A whole load of new skills and information all very practically based delivered superbly.

Hisham A Jalil Matter  
Sales Representative Al Aweer Reinforcements

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To: **Simon Parker**

Company: **ISM Training**

Fax Number: **04 345 3356**

From:

Course Application Form: **Persuasive Presentation Skills.**

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)

Currency is UAE Dirhams.

Individual                      4,960 Dhs                     

Group (More than one)      4,460 Dhs                     

Name/position invoice should be addressed to:.....

**Please Fax back the completed Form to + 971 (0) 4 345 3356  
We will send you confirmation of your booking and further details.  
Thankyou.**