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Advanced Presentation Skills

In order to take this course it is necessary for the trainees to have successfully completed the course "Presenting in Public" given by Brownlee & Associates.

Objectives:

To provide the trainees with advanced knowledge & skills to guarantee that any presentation is successful.

Content:

- How to use a "Flipchart" & LCD Data Projector.
- Review of the structure "the 6 Ps" used to convince.
- Examination of the structure "The 7 Ps" used to inform.
- The effective use of language:
 - Installing hidden orders.
 - Negative.
 - Positive.
 - Direct & indirect influence.
- How to control breathing, vocabulary, pauses, speaking speed & other paralinguistic elements.
- Analogical & Digital anchors.
- Data transmediation: Auditive - Visual.
- Audience seating: significance & use.
- Learn how to:
 - Give a perfect oral presentation.
 - Anchor key concepts in the minds of the audience members.
 - Be much more persuasive.
 - Influence 100% of your audience.
 - Use elements of Ericksonian hypnosis in your presentations to inform & convince.

During the course, the trainees will be videotaped making their presentations & during some of the practical exercises so that more precise feedback can be given on their application of the techniques & skills dealt with during the different sessions.

Duration:

2 days (18 hours).