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## Course outline:

# Presentation Skills for Marketing

(How to "Sell" your Marketing Plan)

Target: Marketing Directors, Product Managers (both Seniors & juniors) and any other person involved in the presentation of marketing plans.

### Objectives:

The trainees will learn how to:

- Structure the marketing plan in such a way that it reaches the subconscious mind of the audience.
- Apply the same structure to any situation where it is necessary to convince the audience.
- Identify how audience members are mentally processing the content of the presentation to ensure that the appropriate message is sent & received.
- Control y use both verbal & non verbal communication to reinforce the intended message.
- Reach 100% of the audience.
- Lead the audience to form an emotional commitment to the success of the plan.

### Areas covered on this course:

Presentation Techniques:

Presentation Structure

The selection & use of visual aids.

Non verbal communication in stress situations in business.

During the course the trainees will be videotaped making their presentations and will receive feedback based on their performance from both the other trainees and the trainer. Afterwards, the trainees are given their own Video/DVD for later study at home.

Methodology: The first day is dedicated to the investigation of the key elements in making an effective presentation through direct input and various exercises designed to permit the audience to contribute their own experiences & ideas. This, in turn, serves as the basis for the study of a structure and other elements that permit the trainees to have a method of presentation that guarantees that their presentation reaches 100% of the audience. The second day is dedicated to the practice of the elements taught on the first day: The trainees make an initial presentation and receive feedback based on their application of the material studied previously. After the feedback, the trainees are given time to redo their presentation on the basis of the feedback received and then do the presentation a second time.



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It is essential that EVERY trainee has access to a laptop computer (and powerpoint) during the course so that they can apply their learning to the development of a real presentation.

Timetable: from 09:00h to 18:30h

Maximum number of trainees per trainer/group: 6

If there are more than six trainees, we use two trainers. The first day, all the trainees work together. The second day the group is divided into two and each group works independently with one trainer.