



Seminar program: Presentation training In word and deed

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- :: Prior to implementation, this program is tailored to the individual needs of our customer and if necessary completely re-designed for the respective customer.
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In word and deed

Products, ideas or projects are presented in many situations. The ability to convey an idea to the audience quite often decides the success of the matter. A massive multimedia-show won't do it either. Listeners want to be taken seriously and to be convinced. Credible appearance, connectivity to the thoughts of the audience and the ability to hold a dialogue are the central elements.

Advantage

The participants get to know professional presentation techniques. They review and optimise their impression of appearance, visual effect, structure, description and argumentation. The sensible use of media becomes apparent. The participants align their presentation to perceivability and sales orientation. New dialogic presentation forms are rehearsed.

Contents

- :: Rules of optical rhetoric
- :: Use of visualization techniques such as beamer, pinboard, flip-chart etc.
- :: KISS: Keep it short and simple
- :: Structure and argumentation in a presentation
- :: The situational approach: occasions, target groups, interaction, dialogue
- :: Personality and presentation
- :: Dealing with difficult situations

The Special 1: Presentation and Personality

The centre of a successful presentation is made up of people, not the technique. The rapport with the audience can decide over the success of a presentation. In this seminar personality-adapted forms of presentation are trained. The style needs to comply with the person. This creates trust and credibility.

The Special 2: The situational approach

Many presentation seminars convey universal applicable recipes. Then the participants spoil off the recipe and are surprised if they don't have the desired effect. Decisive for success is the situational adaptation. In one case it might be better to present short, without any visualization; in another case you might need a large screen with computer animation. During all rehearsals the situational particularities are considered. This way the participants learn to discern for themselves what is appropriate in a specific presentation situation and what is not.