

# EFFECTIVE PRESENTATION TECHNIQUES

## *How to give captivating presentations.*

The art of being able to give a good and effective presentation is an extremely valuable asset in today's business. It is essential that you utilise the opportunities presented in order to introduce and "sell" both yourself and your ideas the best way possible.

This course is aimed at those of you who give presentations in any context. This could be a sales presentation targeted to customers or an in-house presentation to your co-workers or suppliers. It may be a talk to a small or large group, or a presentation in a more important context.

With the right training, you will be able to give colourful and fascinating presentations that will make your audiences appreciate and remember both you and your message.

In the course Effective Presentation Techniques you are taught how to create a presentation with an effective structure, how to overcome fear and nervousness, and of course how to carry a presentation through in a way that arouses interest and curiosity from the audience and how to ensure that the audience will remember your message. The course is structured among other things on giving actual presentations followed by personal feedback. We suggest that you bring your own presentation topics relating to your business, and possibly additional materials such as OH/Power Point.

## **COURSE CONTENTS**

- ▶ Defining your target audience, message and the main thread of your presentation.
- ▶ Overcoming discomfort and nervousness when giving presentations.
- ▶ Bringing out your charisma through the use of your voice and body language.
- ▶ How you create eye-catchers and attract attention.
- ▶ The art of boosting your speech with metaphors.
- ▶ Where, when and how should visual aids be used.
- ▶ Learning mental preparation before presentations.

## **SCOPE**

Intensive course, 2 days, 09.00-16.00  
(day 1 starts at 10.00).

## **PROOF OF ATTENDANCE**

All participants who meet the attendance requirement of at least 70% receive FEI's written proof of attendance with a course description.

## **FEES**

FÖRETAGS  
EKONOMISKA

INSTITUTET

'88'

*fei.se*

**COURSE DATES**  
Go to [www.fei.se](http://www.fei.se)

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