

# The Art of Effective Presentations

## Course Overview

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This is a 3-day class

Whether speaking publicly or to a private group, the ability to deliver a great presentation means efficiently and effectively convey your message. In this course, you will learn strategies to master your speaking skills, confidently standing before a group and delivering your message. Expert instructors will provide constructive feedback, identifying the areas in which you are most polished, as well as offering tips to master the rest. [Download the Course Outline and Information on Post-Class Content](/Portals/0/Documents/CLD%20Outlines%20and%20Post%20Class/The%20Art%20of%20Effective%20Presentations.pdf).



## Who Should Attend

Anyone desiring to improve their ability to speak self-assuredly, in front of both internal and external groups.

## Course Objectives

After completing this course, students will be able to:

- Explore what makes a successful presentation
- Recognize the factors that go into building and delivery of presentations
- Outline, develop and build a high quality presentation
- Successfully deliver and close an effective presentation

## Course Outline

### 1 What Is a Successful Presentation?

Defining the Effective Presentation  
Generating Passion and Enthusiasm  
Techniques for Delivering Value

### 2 Creating the Basic Structure

Building the Outline and Backbone  
Determining Presentation Type  
Capturing Audience Attention  
Tailoring the Presentation to Your Audience

### 3 Organizing Your Program

Choosing the Presentation Length  
Setting a Time Frame  
Creating the Topic Outline  
Making the Key Points  
Categorizing and Breaking Down Information

### 4 Fact-Finding

Identifying sources of Information  
Gathering Facts and Data  
Using the Internet as a Resource  
Citing Key Points with Citations

# The Art of Effective Presentations

## 5 Building Your Presentation

Writing Your Presentation  
Reviewing Editing and Rewriting Slides  
Structuring to Keep Attention  
Observing Visual Guidelines

## 6 Delivering Your Presentation

Making the Audience Your Focus  
Engaging the Audience  
Building In Breaks  
Winding Down the Presentation

## 7 Interacting with Your Audience

Opening and Capturing Attention  
Encouraging Questions and Discussion  
Reading the Audience and Keeping Their Engagement High  
Handling the Unexpected

## 8 Improve Your Nonverbal Communication

Understanding Body Language  
Creating Consistency – Practice, Practice, Practice  
Building Trust with your Audience

## 9 Matching Your Words to Your Movement

Reinforcing Your Words - Saying What You Mean  
Controlling Involuntary Movements  
Focusing on Your Posture

## 10 Closing Your Presentation

Calling the Audience to Action  
Conducting a Closing Q&A Session  
Post-event Involvement: Sending Emails and Sharing Your Presentation