

## Business Presentation Skills

Conferences, presentations and speaking engagements are a valuable opportunity to boost your profile or build new business – yet communicating successfully is a skill which requires professional training and comprehensive practice and feedback.

This course equips delegates to represent themselves or their organization successfully in all business presentations, conferences, speaking engagements or top level meetings. Delegates will learn the techniques to confidently project their message and image, and deliver a powerful and convincing performance.

### Course Objectives:

- Influence and persuade colleagues and clients at a meeting
- Brief colleagues effectively
- Communicate effectively through a presentation
- Deliver successful conference performances
- Influence and persuade an audience

### Course Outline:

- The art of communicating
- Preparation
- Your performance
- Posture, body language, language
- Content, delivery, structure
- Controlling your audience
- Visual aids
- **Making it memorable!**

Each section of the course will include a short briefing on the theory behind communication, followed by extensive practise in front of a TV camera. We will then review, criticise and improve each delegate's performance.

### Target Delegates:

- All staff who may have to handle meetings with clients or staff
- All staff who may need to make presentations or lead seminars
- Anyone who might have to represent themselves or their company at a major presentation, conference or speaking engagement

**Duration:** 1 day

**Number of Delegates:** 6

**Tutor:** James Filleul is a former news editor of BBC Jersey. He is now the Managing Director of Direct Input. James is a high-profile figure in the Island's business communities and has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.