

## POWERFUL PRESENTATION STRATEGIES

The content of the 1-day training will be defined after needs analysis



### *Training objective*

- Criteria for effective presentations
- Practise giving powerful presentations
- Be confident, in control and convincing

### *Training content*

#### ◆ **The importance of being prepared**

- Know your audience
- Select your objective and material carefully

#### ◆ **How to structure your presentation?**

- Powerful beginnings and endings
- How to hammer in your message?
- Linking ideas and parts

#### ◆ **How to be convincing ?**

- Logical reasoning and using your body
- Selecting and using supporting materials
- Help your audience to get your message across
- Handling unexpected situations and questions
- How to project yourself and build on your own strengths

### *10 Tips for a Powerful Presentation*

1. Prepare thoroughly
2. Know your audience
3. Select your objective and keep it in focus
4. Select your supporting arguments and materials
5. Follow a clear structure
6. Create a powerful beginning and ending
7. Hammer home your main message
8. Use supporting visual aids and handouts
9. Help your audience to get your message across
10. Project yourself: you are the key medium conveying your message

### **Intercultural considerations**

- How do you deal with an international audience
- How do you change your style with different nationalities