

# Present Like a Pro – How to Wow the Audience

**2018 DATES:**  
**28-29 May | 13-14 August**

**Two day workshop outline:**

<b>Objective Setting</b>	<ul style="list-style-type: none"> <li>▪ Define the purpose of the presentation in line with the business plan and strategy</li> <li>▪ Set SMART objectives</li> </ul>
<b>Research Your Audience</b>	<ul style="list-style-type: none"> <li>▪ Numbers, roles, experience, knowledge and attitude to the product/ services</li> <li>▪ Identify key decision-makers and influencers</li> <li>▪ Know your product champions</li> <li>▪ Prepare for saboteurs</li> </ul>
<b>Planning the Presentation</b>	<ul style="list-style-type: none"> <li>▪ Brainstorm and mind-map the content</li> <li>▪ Prioritise information in line with strategy and the audience</li> <li>▪ Meet the time frame requirements</li> </ul>
<b>Presentation Structure</b>	<ul style="list-style-type: none"> <li>▪ Use a methodology to maximise customer retention of information</li> <li>▪ Ensure your presentation is interactive and stimulating</li> <li>▪ Structure the presentation with opening, body and close</li> <li>▪ Use signposts to guide the audience</li> </ul>
<b>Visual Aids</b>	<ul style="list-style-type: none"> <li>▪ Explore options available and the pros and cons of each</li> <li>▪ Use presentation equipment effectively</li> </ul>
<b>Interpersonal Skills</b>	<ul style="list-style-type: none"> <li>▪ The use of voice to maximise interest and comprehension Effective use of non-verbal communication to maximise the message Skills of observation and perception to monitor audience response</li> <li>▪ Adapt to the needs of the audience</li> <li>▪ The use of personal notes and prompts</li> </ul>
<b>Managing the Audience</b>	<ul style="list-style-type: none"> <li>▪ Active listening skills to be in tune with the audience and pick up cues</li> <li>▪ Questioning techniques to clarify issues and encourage audience participation</li> <li>▪ Handling objections professionally and respectfully</li> <li>▪ Facilitating audience questions</li> <li>▪ The use of summarising and para-phrasing techniques to clarify and close issues</li> </ul>

**Follow-Up** is proven to be a critical success factor of initial workshop investment. We will follow-up with each individual at a **'Fitness Check.'** This personalised 1on1 training session will be four weeks post-workshop and ensure the skills learned are being demonstrated in the workplace.

**Workshop and Fitness Check: \$2,000.00 +GST per person**

**Workshop only: \$1,700.00 +GST per person**

**ProFormance Workshops:** *ProFormance workshops are limited to a maximum of eight attendees so participants receive one-on-one coaching and active involvement in an optimal learning environment. Each participant has at least three opportunities to present; two of those are on video camera.*

**Central Location:** *The workshops will be held in a central Auckland location and includes all materials and refreshments.*