
Mastering The Art Of PERSUASIVE PRESENTATION

Skills

16 MAY 2013

PUTRA WORLD TRADE CENTRE
KUALA LUMPUR



PERRSU

This one-day seminar will show participants the skills and strategies to become a more confident, persuasive speaker. They will learn how to analyse a group, create and prepare an effective persuasive presentation and deliver it with confidence.

Learning Objectives

At the conclusion of this workshop, participants will know how to:

1. *Analyse an audience to choose the most relevant content and approach*
2. *Structure and write a powerful, easy-to-deliver, memorable presentation*
3. *Apply the principles of persuasion in their presentation*
4. *Practise their delivery effectively and efficiently*
5. *Deliver a presentation with confidence and impact*

Situations where this training will assist them include:

- *persuading and motivating others*
- *seeking support and loyalty from team members*
- *working with community members & volunteers*
- *dealing with difficult situations*
- *speaking to groups in a leadership capacity*

Who will benefit?

Anyone who needs to speak to a group of people – work colleagues or staff, members of a group or team, or community members – and wants to persuade them to act or think differently will gain from this seminar.

Skills

The areas covered in this seminar will include –

- *Understanding how an audience listens – and how to use that to advantage*
- *How to prepare to speak with confidence – minimising nervousness*
- *How to analyse different audiences – and how this will change your speech*
- *What to say to persuade a group – the 8-step process*
- *How to use your voice, body language and (if necessary) visual aids to best effect*
- *How to motivate a group to action*

Structure

The course is conducted in an interactive environment where participants receive skills training as well as the opportunity to apply those skills in realistic scenarios.



Kevin Ryan

is an experienced conference speaker, workshop leader, facilitator and MC. He has twenty-five years experience as a corporate trainer and fifteen years experience as a professional speaker.

He speaks at conferences and seminars across Australia, New Zealand, Asia and in the UK specialising in the areas of sales negotiations, customer service, humour in business and communication skills. His clients include large corporations, government departments, and small to medium size enterprises.

He has co-authored nine books on business communication skills and humour in business that are used extensively throughout Australia, New Zealand, Asia, the UK and South Africa. He writes regular columns on communication skills, sales & customer service and humour in business for a number of industry magazines. He is the creator of the TILT! Selling program.

Content

Part 1 – Understanding Presentations

- ◆ Where the message really comes from
- ◆ The mistakes most speakers make - and how to avoid them
- ◆ How audiences are changing - and what it takes to engage them

Part 2 – You as a Speaker

- ◆ Understanding your presentation 'persona' Activity
 - Short presentation to the group with feedback from other participants and trainer to increase participants' awareness of their strengths and idiosyncrasies

Part 3 – Your Audience

- ◆ Audience Analysis Checklist
- ◆ Appealing to their self-interest
- ◆ Gaining their attention - and holding it

Part 4 – Your Presentation

- ◆ Structuring your presentation to have the desired effect
 - Openings that grab attention
 - Conclusions that motivate to action
 - Linkages and imagery that create memorability
- ◆ Spoken language - and how it is different to written language
- ◆ Phraseology that is easy to deliver with impact and stays in your listeners' minds
 - Word pictures
 - Word patterns
 - Sound 'hooks'
 - The power of three
- ◆ Components and methodologies that maintain engagement
 - The use of narrative - the power of a story
 - The use of humour
- ◆ The Tools of Persuasion

Part 5 – Your Preparation

Preparation Checklist

- ◆ Your Voice
 - 5 Ways to add vocal reinforcement to your message
 - How to practice to sound confident
- ◆ Your Body Language
 - simple techniques to look confident and deliver with impact
 - posture, stance, dress & grooming
 - gestures - including using lecterns
 - movement - using the speaking area purposefully
 - facial expressions
 - eye contact
- ◆ Visual Aids
 - The power of visuals
 - PowerPoint/Keynote slideshows

Part 6 – Your Delivery

- ◆ When you arrive
- ◆ 5 minutes before you speak
- ◆ The first 30 seconds
- ◆ Your speaking notes
- ◆ Maintaining the appearance of spontaneity
- ◆ The question & answer session

Part 7 – Your Improvement

- ◆ Impromptu Speaking
 - Formulae for speaking 'off-the-cuff'
- ◆ Activity - practice speaking impromptu
- ◆ Activity - provide short 'semi-impromptu' presentation to the group that is video recorded for feedback*

Kevin spent over thirty years in sales, sales management and sales training before becoming a full-time speaker and workshop leader. His passion is helping underperforming salespeople lift their performance and taking top sales performers to the next level so they can reach their full potential. He is also one of the few sales trainers specializing in sales presentations – particularly relevant for those selling to a board, committee or assessment panel. One organisation that engaged Kevin for training in this area says his guidance has been a major factor in their winning projects worth \$50M in just three months.

Past participants of his courses have provided extremely positive reviews. These participants have come from organisations as diverse as :

• James Hardie • Affin Bank • CitiPower • Celcom • GRM International • CSL • Assa Abloy • Monsanto • Institute of Chartered Accountants

Kevin has worked across a wide range of industries and Government Departments. He is a Certified Speaking Professional (CSP) – the highest internationally recognized accreditation for a speaker/trainer. This designation is held by only 550 trainers in the world.

KEVIN'S SALES NEGOTIATION EXPERIENCE

1. For five years Kevin was the Regional Manager for Australia's largest audio electronics company, responsible for negotiating the distribution of Japan's leading hi-fi products through retail outlets.
2. For four years, he was Departmental Manager responsible for negotiating the supply, installation and servicing of emergency evacuation systems in large building projects for private, corporate and government clients.
3. For two years he managed all negotiations on behalf of the country's largest supplier of recreational park structures with State and local governments.
4. For ten years, he was the National Manager of the Aged Care and Health Division of a specialist electronics company responsible for negotiating supply and service contracts and national distribution agreements with major suppliers from the USA, Asia and the UK.

REGISTRATION FORM

PARTICIPANTS

DESIGNATION

EMAIL

1.			
2.			
3.			
4.			
5.			

ORGANISATION

CORRESPONDING ADDRESS

CONTACT PERSON

SIGNATURE

TEL

FAX

EMAIL

TERMS & CONDITIONS

- 1. FOR PRIVATE SECTOR** - The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment or an undertaking letter is presented.
- 2. FOR GOVERNMENT SECTOR** - A Local Order (LO) or Letter of Approval to participate must be presented before or during the event.
- 3. CANCELLATION POLICY** - For any cancellations, kindly inform the secretariat in writing / fax 3 days before the event, otherwise the conference fees will be billed. Replacement will / can be accepted. No refund for cancellation made after 13 May 2013.
- 4. REGISTRATION FEE** - **RM1,050.00 per delegate.**
- 5. GROUP DISCOUNT** - **RM50.00** per delegate will be given for group registration of Five (5) or more from the same organisation (same time and same billing source).
Fees to include Lunch, Refreshments and Workshop materials / documentation)
- 6. PAYMENT MODE** - All Bank Draft / Local Order / Cheques must be crossed and made payable to
WORLDWIDE CORPORATE RESOURCES SDN BHD
- 7. BANK TRANSFER**
Bank - Maybank Berhad
Account Name - Worldwide Corporate Resources Sdn Bhd
Account No - 5140 5717 4708

All enquiries must be forwarded to:-

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PERSUASIVE PRESENTATION SKILLS

HRDF CLAIMABLE

The Fee is Claimable from HRDF under SBL Scheme
(Subject to HRDC Policies and Procedures)



No Siri: 1378

* The organiser reserve the right to make any necessary amendments to the benefits of this workshop.