

# PRESENTATIONS & PITCHES

Seizing the opportunity offered by presentations and pitches

## What is it about?

Presentations and pitches are valuable business and professional opportunities but many people become anxious at the thought of taking centre stage in front of colleagues, competitors and clients. Even if you are a confident speaker, there are many potential pitfalls to be aware of and numerous tools you can employ to improve your capabilities.

This course will help you overcome your fears and deliver with real impact. You will learn to look at things from the audience's perspective, structure your content for clarity and deliver with impact and credibility.

## Who should attend?

This course is for everyone in business but particularly useful for people that present regularly to clients or colleagues. It is ideal for anyone involved in the strategy, preparation and delivery of business presentations and client pitches.

## Learning outcomes

- Heightened confidence when speaking publicly
- Putting purpose into your presentations
- A checklist to help you prepare well, even with limited time
- The ability to attract and maintain audience interest
- Skills to handle notes and prompt cards whilst keeping your audience engaged
- Control of your body language and your nerves
- Control of your speech and improved awareness of your vocal capacity
- Make figures meaningful and memorable
- Create impactful data visualisation
- Use word cloud visualisation to better understand customer needs and brand impact

## Benefits

Participants will benefit from heightened confidence, competence and credibility, as well as the ability to ensure that each public engagement achieves the impact it aimed for. Your organisation will benefit from your ability to influence decision makers, gain acceptance of ideas and win more business.

## Course structure

- Plan your presentation – the need for accuracy and strategic planning
- Structure your presentation – establish and maintain rapport to keep the attention of the audience
- Time your presentation
- Non-verbal communication – its importance and the rules of harmony
- Listening – the basic rules for effective listening
- Demographic analysis
- Neuro-linguistic programming
- The motivated sequence presentation – motivational needs and appeals
- Visual aids – use them effectively to enhance a presentation
- Questions and interruptions – deal successfully with the unexpected
- How to get the best from the team pitch
- How to achieve effective Q&A sessions