



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Date:
7 May 2014

Course Fees:
S\$600.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6411 1623 / 622 / 621

Fax:
6338 8695

410 North Bridge Road
06-00 (S)188726

Advanced Presentation Skills

Why You Should Attend This Course:

This advanced one-day course will build your current skills in the techniques of making an influential, convincing and successful presentation. Discover how to:

- Turn a 30 minute presentation to 10 minutes on the go
- Deliver 'less is more'
- Add compelling evidence with metaphors
- Apply the law of increasing returns

Learning Outcome:

- Plan and prepare clear and concise content that appeals to the audience
- Deliver the presentation with passion, confidence and conviction, even if it is for the 100th time
- Move from being a conceptual presenter to a concrete presenter
- Call for action and confirm the next steps
- Enjoy making presentations

Pre-Requisite:

Registration is strictly for participants who have achieved at least one of the following:

1. Completed the 2-day "Effective Presentation Skills" course.
2. Seasoned presenters or senior management personnel with at least 3 years of presentation experience.

Pre-course Preparation:

Each participant will need to come prepared, ready to present a 10 to 15 minute presentation with PowerPoint slides on a topic relevant to their business.

Post-course Coaching (Optional):

Participants can separately arrange for a 1-hour personal coaching session to be conducted in their office after the course.

Course Outline:

Module One: Creating the Context and Establishing Course Objectives

- Course content
- Participant needs and course objectives
- Presentation Benchmark

Methodology: Each participant will present 5 minutes of the prepared presentation. This is to help the facilitator identify the gaps in content and delivery.

Module Two: Content

Based on the gaps demonstrated in the benchmark and the needs of the participants, the following topics can be addressed:

- Review of Diamond Plan
- Clarity of the Key Message
- Organisation of the content
- Incorporation of FAB statements (Features, Advantages and Benefits)
- Storytelling and metaphorical speaking for optimal engagement

Methodology: Discussion, individual practise and application

Module Three: Passionate Delivery

Based on the gaps and the needs of the participants, the following topics can be addressed:

- Visual components of body language, posture, gestures and facial expressions
- Vocal components of voice that include tone, volume, pitch, speed, emphasis and enunciation
- The alignment of the 3 V's and the ability to move with the dynamics of the audience

Methodology: Discussion and exercises to practise the techniques

Module Four: Role-Play Review

We will review the morning benchmark of each group where each participant will be able to review the performance using the checklist that will focus on:

- Content
- Delivery

Methodology: Review and feedback with the Persuasive Presentation Checklist



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Module Five: The Use of Presentation Aids (Appendix)

We will review how to successfully use various presentation aids including:

- PowerPoint
- Developing your own successful presentation style
- The realisation that presentation aids do not replace the role of the presenter

Methodology: Group discussion

Module Six: Individual Presentations

Participants will be given time to fine-tune the full presentation, add and adjust according to the 'coaching' feedback.

- 7 – 10 minute prepared presentation, with slides
- Q & A from the audience
- Immediate feedback and review using the prepared checklist
- Reflection and action plan to learning journal

Methodology: Individual Presentation with verbal and written feedback

Module Seven: Handling Questions

This will be a practise session where participants will write a list of tough questions/objections and practise the following bridging techniques:

- Acknowledge
- Ask
- Adapt
- Maintaining verbal, visual and vocal composure

Methodology: Group Practise and feedback

Module Eight: Conclusion and Evaluation

Who Can Benefit?

Anyone who does presentations and produces presentation slides for any purpose, such as internal communication within an organisation, business presentations and training, etc. For seasoned presenters or senior management personnel with at least 3 years of presentation experience.

Trainer's Profile:

Sharlyn Stafford is a dynamic and successful corporate coach and consultant with more than 20 years of experience facilitating corporate training programs in Singapore, South East Asia, Australia and North America. Her personal premise advocates encouraging individuals in their life long learning and self-knowledge to achieve career results and personal wins. She achieves this by delivering tangible outcomes for her clients, which has established her as an expert in management development. Her focus on corporate training and executive coaching with a firm foundation in interpersonal skills, communication skills, presentation skills and professional image – has garnered her a steady clientele from:

- UBS AG (Hong Kong & Singapore)
- Club Med South (East Asia, Australia and Japan)
- Ermenegildo Zegna
- Reuteurs (Singapore)
- Monetary Authority (Singapore)
- United Overseas Bank (UOB)
- National University of Singapore
- Singapore Technologies Group
- Infineon Technologies
- MAS Holdings (Sri Lanka)
- Ernst & Young (Singapore and Australia)
- Arthur Andersen (Australia)

Professionally trained by Corporate Coach University, Sharlyn graduated with honours from the University of Waterloo in Canada, with a degree in Business Studies and Tourism. Her successes in starting her own business consultancy and training company have served as a rich backdrop to becoming a professionally qualified corporate trainer and coach.

She authored and published "Imaging for Women" in 2003 and "Imaging for Men" in December 2007.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Advanced Presentation Skills <input type="checkbox"/> 7 May 2014 (9.00am to 5.00pm) S\$600 (subject to 7% GST)		Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name		Designation		E-mail	
1)					
2)					
3)					
Company:					
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member			
Billing Address:					
Contact Person:		Designation:			
Tel:		E-mail:			
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, **410 North Bridge Road #06-00 Singapore 188726** unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call **6411 1623 / 622 / 621**.

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