

# Powerful Business Presentation Skills

## INTRODUCTION

This advanced workshop is designed specifically for experienced speakers who want to improve their presentation skills, whether at meetings, seminars, training courses, clients presentation or larger audience functions. The focus is on dealing with tough audiences, impromptu speaking and keeping your message clear and concise when under pressure. Through the use of video play-back you will be able to learn from seeing yourself presenting.

This workshop also explores ways to develop a positive relationship with your audience. You will develop techniques and skills for ensuring that your views are presented clearly and accurately.

## CONTENT

### Planning and Preparation

#### Delivering a Presentation

- Use of voice – feeling the voice
- Getting your message across
- Clear intention and outcome
- Effective use of body
- Working with powerful language
- Clear thinking under pressure
- Reading your audience
- Responding to questions from the audience
- Thinking on your feet

#### Influencing People

- Keeping your focus
- Receiving negative feedback
- Staying in the moment
- Overcoming intimidation
- Active listening
- Getting your opinion heard
- Getting commitment

## *Learning the art of Powerful Communication and discovering the potential for stretching your professional limits*

## OBJECTIVES

- Improving your ability to relay thoughts and ideas clearly and concisely
- Learning how to deal with questions from a knowledgeable audience
- Mastering eight sure-fire ways to start
- Developing techniques for dealing with difficult people with difficult questions
- Acquiring the techniques of impromptu speaking – thinking on your feet
- Recognizing personal strengths and the importance of non-verbal communication
- Presenting yourself in any situation with authenticity and confidence

## DESIGNED FOR

Executives, Managers and Trainers plus Sales and Marketing Professionals, who make regular presentations and want to impact and influence people with more success.

## METHODOLOGY

All of the **University Embassies™** Executive Programmes facilitated by Julian Simmonds utilize the **'Training in the Round'®** model.

This workshop will use a combination of learning activities including interactive exercises, CCTV with video playback, experiential group exercises, presentations and small group work. Participants will be able to acquire skills and are encouraged to take risks in accomplishing a variety of tasks.

The focus is on dealing with tough audiences, thinking on your feet and keeping your message clear and concise when under pressure. We will take you step by step through the successful way to present your case clearly and concisely in pressure situations with difficult audiences.

## SEMINAR LEADERS



**Mazza Image** graduated with a Master of Art degree from the University of New South Wales, Australia. She has over 15 years experience with local and international publications and annual art exhibitions. Mazza has a unique and creative approach to photography, which combines awareness of the crucial moments of public events, nurturing intimate interactions within formal and social portraits, and focusing on fine detail of décor and atmosphere images. Through her experience with photography, audio/visual and creative design, Mazza provides visual consultation to individuals, publications, corporations and event producers.

During the last five years, Mazza has broadened the focus of her lens to include documentation of international parades and festivals, which celebrate the creativity and diversity of life. Images from these events are then transformed into short art films and presented at events and festivals around the world.

## PAST PARTICIPATING COMPANIES

City University of Hong Kong  
CLP Power Hong Kong Ltd  
Contact Singapore  
Hong Kong Airport Services Ltd  
Hong Kong Institute of Vocational Education  
IBM China/Hong Kong Ltd  
Johnson & Johnson Hong Kong  
TNT Logistics China

## UNIVERSITY EMBASSIES™

In 2001 Julian and Palo Alto Media Group launched the **University Embassies™** initiative. The mission of **University Embassies™** is to develop full service incubation and training centres to assist established companies, entrepreneurs and start up businesses in developing local and global business opportunities.

## WORKSHOP MATERIALS

You will receive a copy of the course manual.



**Julian Simmonds** is Chairman and Co-Founder of Palo Alto Media Group, Inc. The Palo Alto Media Group's Emmy-winning associates provide communications and media production, consulting and training services.

Julian is a business and strategic marketing graduate and completed his post-graduate studies in Economics and Education at Bristol University in England. Prior to founding JS Training Services, he was a senior lecturer in Corporate Strategy and Education for six years at the University of the West of England.

**Julian became a Director of Business Boffins in 2005. This exciting venture provides mentoring and support to SMEs and to people with disabilities and people from disadvantaged backgrounds. The Business Boffins Certificate program will be launched in Australia and Hong Kong in 2006. More information available at [www.BusinessBoffins.com](http://www.BusinessBoffins.com)**

Chairman of the New Bristol Arts Centre, Julian was responsible for highly successful drama productions from 1981 to 1984. This role reflected his lifelong interest in the theatre, including writing, acting and directing. The evolution and development of his experiential training model, "Training in the Round", is based upon the power and energy found in the theatre. He uses this model in his management and coaching programmes throughout Asia, Europe and North America.

Currently based in Sydney, Julian is on the Alumni Faculty of Stanford University and is an Adjunct Professor with California State University Hayward, University of California Santa Cruz, Bristol University and Oxford Brookes University in the United Kingdom.

During the last five years, Julian has focused on strategic communications and international alliance strategies involving launch plans, media presentations, conference and event planning for both the public and private sector. He has worked extensively in Mainland China, Japan, Singapore, Vietnam and Australia, and has been a seminar leader for HKMA since 1997.

## DATE

**Powerful Business Presentation Skills**  
Monday, 12 March 2007

## VENUE

The Hong Kong Management Association  
1-6/F First Commercial Building  
33-35 Leighton Road  
Causeway Bay, Hong Kong

## FEES PER WORKSHOP

HKMA Members: HK\$2,800  
Non-members: HK\$3,000  
Early Bird Discount: HK\$200 each  
(For those who enrol and pay one month before  
the course commencement date)  
Group Discount: HK\$200 each  
(For those companies which send a total of two OR  
more participants to this course and enrol at the  
same time)  
(Lunch is provided with compliments.)

## TIME

9:00 am - 5:00 pm

## REGISTRATION

All interested parties are requested to complete the registration form and return it together with appropriate fee(s) to the Secretariat 10 days before the workshop. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information on the workshop, please contact Ms Christine Choy or Mr S H So on 2774 8552/2774 8550. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.



THE HONG KONG  
MANAGEMENT ASSOCIATION

## EXECUTIVE PRESENTATIONS AND MEDIA PROGRAMMES

To: Director General, The Hong Kong Management Association  
Top Floor Unit M Phase III Kaiser Estate 11 Hok Yuen St Hung Hom KOWLOON  
Tel: 2774 8552/2774 8550 Fax: 2365 1000

Please enrol me in the following workshop:

Powerful Business Presentation Skills (AC-A6643-2007-1-FC) 12 March 2007

Enclosed is a crossed cheque for HK\$ \_\_\_\_\_ (made payable to The Hong Kong Management Association) for this function. Cheque No. \_\_\_\_\_

Name: Mr/Ms: \_\_\_\_\_

Preferred name to appear on the Certificate: \_\_\_\_\_

HKID Card No: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Co. Telephone No.: \_\_\_\_\_ Fax No.(Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA  Direct Mail by Post  HKMA Website **OINA**

MTR Station Display (Please specify): \_\_\_\_\_

Exhibition (Please specify): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Fee paid by  company  self

\* **No refund** will be made after payment, but participants can arrange to have their places substituted for the same workshop should they be unable to attend the workshop.

\* Personal data will be used for the purposes of market research, programme development and direct mailing.

\* The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.