

Client seminars

Synopsis

How do you turn dull material into an exciting experience for your audience? This workshop aims to develop and strengthen the skills of speakers at client seminars. The focus is on techniques for creating memorable seminars and delivering them with impact.

Duration

6 hours

Format

Practical workshop based on delegates' own materials and presentations. Action planning will encourage delegates to continue developing their skills after the course.

Delegates

Anyone involved in the preparation or delivery of client seminars
Maximum 6 per course

Outcomes

As a result of attending the course, you will be able to:

- prepare attractive content
- attract and maintain your audience's attention
- handle questions confidently

Content

1. Presenting from scratch – delivering well at short notice
2. Design techniques for engaging the audience
3. Powerful starts – making sure the audience will get involved
4. Generous middles – how to restructure your material and avoid sounding like a text book
5. Effective endings – how to wrap up, hand over and learn from every outing
6. Team work – presenting as part of a panel
7. Handling questions