



Presentation-writing course (remote/online)

Giving presentations is a key part of professional life. The skill can be crucial to career progression, whether you are proposing solutions to clients, presenting to the board, or pitching for new business.

You may need to inform, persuade or inspire. But to achieve your goals, you need more than just confidence: you need a compelling presentation. Writing for an audience is a different skill from writing for the page.

Creating compelling presentations

This interactive presentation-writing course will show you how to plan, design and create presentations that engage audiences from the beginning. You'll also learn how to leave your listeners with a clear and powerful lasting impression – and ready to take the right action.

You'll discover how to structure a presentation that tells an engaging story, and the language techniques that will make your message memorable and persuasive. And you'll know how to transfer your presentation skills online, so you can deliver effective presentations remotely, via Zoom or other platforms.

Who will benefit

This course will benefit both junior and senior professionals, subject matter experts and anyone else who has to deliver presentations at work, whatever your objectives for presenting.

And because this is online training in the virtual classroom, you can attend no matter where you are.

Live online training

We run this course remotely, using the latest online conferencing platforms. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

Why it works

- Pre-course questionnaire provides us with insights into your needs and goals for the training so we can make sure the learning will support them.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Up to a year after the course, you'll have the opportunity to submit a script or deck (or recording) of a presentation for us to provide feedback on. This will give you an action plan to keep strengthening your skills.

What you'll learn

By the end of the training, you'll know how to:

- identify your goals and key message and how to build your content around them
- research and plan engaging presentations pitched perfectly for your audience
- create a logical flow that carries the audience with you
- structure a truly persuasive presentation
- start and end strong, and leave the audience with a powerful lasting impression
- use memorable, visual language to inform, inspire or persuade
- design effective PowerPoint slides to support and enhance your presentation
- handle challenging questions from the audience
- deliver clear and engaging presentations online, such as over Zoom.

Course programme

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9.30 Introduction

- Why presentations must captivate
- Thinking about your audience
- Identifying your goals and takeaway
- How to research and plan for success

10.30 Break

- Finding your main components
 - The fundamental framework of every presentation
 - Establishing your anchor and main message
- Capturing attention with your introduction
- Creating a narrative flow
 - Telling the story
 - Structuring a persuasive presentation
- Writing a memorable ending
- Engaging your audience's emotions

12.00 Break

- Techniques for taking the audience with you
 - Choosing words with impact
 - Varying pace, rhythm and tone
 - Using memorable, visual language

1.45 Break

- Preparing to deliver your presentation
 - Being yourself: the power of authenticity
 - Covering the practicalities
 - Handling challenging questions
- Enhancing your presentation with PowerPoint best practice
 - Presenting data and graphs effectively
- Delivering an engaging presentation online

3.30 Close

*Timings based on UK time zone (GMT/BST)

Discover how to plan, write and deliver compelling and persuasive presentations