

Presentation writing course

Course for companies

Live online



Who is it for?

Anyone who has to deliver presentations at work. We will tailor the course to fit the level, needs and goals of the participants.

Delivery

We deliver this course live online.

Participant numbers

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

Course length

Flexible – typically two intensive half-days of training.

Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

+44 (0)1273 732 888

info@writing-skills.com



Giving presentations is a key part of professional life – 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 a captive audience is a different skill from writing for a reader.

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

Tailored to your team

We'll tailor the course content and exercises to the kinds of presentations your team make, ensuring they get the maximum benefit from the session. They'll learn how to structure a presentation to tell an engaging story and the language techniques that make a message memorable and persuasive. And they'll understand how to transfer their presentation skills online, in order to deliver effective presentations remotely, via Zoom or other platforms.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,
Talbot Underwriting Services

Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

Learning objectives

On this course, your team will learn how to:

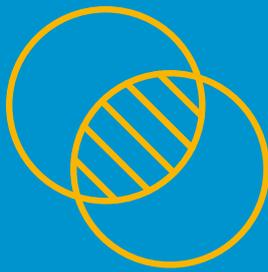
- ✓ identify their goals and key message and how to build their content around them
- ✓ research and plan engaging presentations pitched perfectly for their audience
- ✓ create a logical flow that carries the audience with them
- ✓ structure a truly persuasive presentation
- ✓ start and end strong, and 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 their presentation
- ✓ handle challenging questions from the audience
- ✓ deliver clear and engaging presentations online, such as over Zoom.



What does the programme include?

We can adapt the length of the training to your requirements. A typical programme would run as two half-day sessions online. But if it fits your needs, we can also run a half-day session or a full day.

After the training, delegates can submit a script, slide deck or recording of their presentation for us to analyse and provide feedback on. This will support delegates as they put their new skills into practice, and give them an action plan for continuing to strengthen their presentation-writing skills.



A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing habits and building skills takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that reinforce the training and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

Contact us to discuss the best blended programme for your team.

Trusted by over 6,000 organisations worldwide, including:



Example programme

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9.30-12.30

Effective planning and structure

Introduction and course overview

Why presentations need to captivate

Profiling your audience

Identifying your goals and takeaway

How to research and plan for success

Finding your main components

- ☑ The fundamental framework
- ☑ Establishing your anchor

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

9.30-12.30

Powerful presentation techniques

Introduction and recap

Techniques for taking the audience with you

- ☑ Choosing words with impact
- ☑ Varying pace, rhythm and tone
- ☑ Using memorable, visual language

Preparing to deliver your presentation

- ☑ Being yourself: the power of authenticity
- ☑ Covering the practicalities
- ☑ Handling challenging questions

Enhancing your presentation with visuals

- ☑ PowerPoint best practice
- ☑ Optimising your slides for psychology
- ☑ Presenting data and graphs effectively

Delivering an engaging online presentation

- ☑ Set up for success
- ☑ Connecting with an online audience
- ☑ Technical tricks for smooth transitions

Summary and close

Build your programme: optional follow-up

Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to complement the training and enhance your team's business-writing skills.

Coaching clinics

Individual coaching sessions to reinforce and build on the original course, giving delegates the chance to benefit from the trainer's expertise one on one.

Get in touch to discuss
your writing course today

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Email: info@writing-skills.com