

Presentation writing course

Course for companies

In person

**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 in person.

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 one day. We can adapt the course for longer or shorter sessions as required.

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

25 years



of better writing

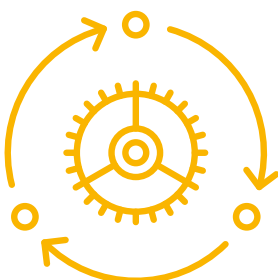
Giving presentations is a key part of professional life – whether you are proposing solutions to clients, presenting to the board, or pitching for new business.

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.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,
The King’s Fund

Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

Why it works

- ✔ Small-group training ensures each delegate gets individual attention.
 - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
 - ✔ Post-course presentation analysis helps cement the learning and identify areas for continued growth.
 - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
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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 will adapt the length of the training to your requirements. A typical course could run as a full day (or two half-day sessions). But if it fits your needs, we can also run a half-day session to cover the fundamentals.

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 writing habits 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 can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

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

Trusted by over 1,000 organisations worldwide, including:



Deloitte.



Example programme

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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.

9.30	Introduction and course overview Why presentations must captivate Thinking about your audience Identifying your goals and takeaways How to research and plan for success
10.45	Break
	Finding your main components <ul style="list-style-type: none">☑ The fundamental framework of every presentation☑ Establishing your anchor and main message Capturing attention with your introduction Creating a narrative flow <ul style="list-style-type: none">☑ Telling the story☑ Structuring a persuasive presentation Writing a memorable ending Engaging your audience's emotions
1.00	Lunch
	Techniques for taking the audience with you <ul style="list-style-type: none">☑ Choosing words with impact☑ Varying pace, rhythm and tone☑ Using memorable, visual language
3.30	Break
	Preparing to deliver your presentation <ul style="list-style-type: none">☑ Being yourself: the power of authenticity☑ Covering the practicalities☑ Handling challenging questions PowerPoint best practice: enhancing your presentation <ul style="list-style-type: none">☑ Presenting data and graphs effectively Delivering an engaging presentation online
5.15-5.30	Summary and close

Get in touch to discuss your writing course today

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Email: info@writing-skills.com