Effective Presentations [1]

Effective Presentations

The purpose of the Effective Presentations course is to provide participants with an understanding of the key elements in developing a strong oral presentation, short or long. Discussion, examples, and exercises are centered on presentation preparation, delivery, and evaluation.

Program Level: Basic

Prerequisites: None

Advanced Preparation: N/A

Instructional Method: Group-Live

Instructor: Normandy Roden [2]

Recommended CPE Credit: 2.0 Hours

Field of Study: Communications and Marketing

Course Objectives:

At the end of the course, participants will gain an understanding of:

- The importance of knowing their audience – and how to anticipate what they don't need, what they do need, and how best to deliver it to them;
- The importance of knowing their content – backwards and forwards – without having to rely excessively on props, slides, and other distracting supports;
- The importance of knowing what the purpose and type of presentation is being given – training, webinar, academic, inspirational, etc.;
- The importance of knowing when (and how) to use visual and other materials (slideshows, posters, handouts, etc.) to support a presentation; and,
- The importance of assessing each presentation – critically and honestly – in order to stay on the path of continuous improvement and innovation.

In addition, participants will learn:

- Tips for personifying their audience and anticipating audience needs;
- Techniques to improve oral delivery of presentations;
- Strategies for selecting presentation support (visuals, etc.); and,
- Suggestions for enhancing the graphic design of visual supports (slide decks, etc.).

Program Policies [3]

NASBA Statement

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