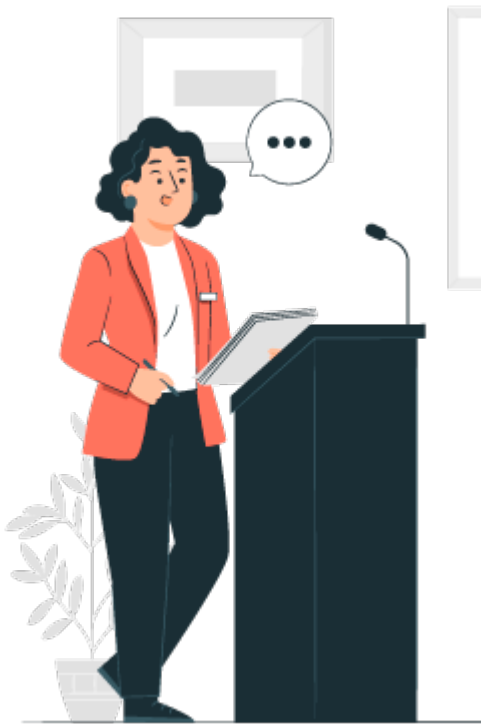


## **Presenter Certification Program: Communicating Financial Information to Stakeholders** <sup>[1]</sup>



### **Why Participate?**

#### **Communication Skills Enhancement**

Develop creativity. Build a foundation for engaging communication skills across multiple platforms.

#### **Leadership Development**

Develop confidence and poise. Grow your ability to persuade. Strengthen critical thinking and problem-solving.

### **How to Participate**

**Step 1:** Attend the full module training – either the live presentation or the recording.  
Participate in all exercises.

**Step 2:** Complete (and document) the activities identified in the module's Professional Development Checklist.

**Step 3:** Submit the Development Checklist for review. We will contact you with any questions.  
Upon verification of full completion of requirements, we'll issue you certification for the appropriate module.

*Note: The Presenter Certification Program includes four modules, each with its own requirements and unique certification.*

## Module 1: Content and Delivery



[2]

**Participants will learn how to:**

Identify audience needs

Clarify objectives

Determine final content

Enhance speaker effectiveness

Complete Development Checklist [3]

## Module 2: Elements of Engagement



[4]

**Participants will learn how to:**

Interact and engage  
Excite the audience  
Ensure learning and retention  
Complete Development Checklist <sup>[5]</sup>

## Module 3: Visual Design & Resources



<sup>[6]</sup>

### **Participants will learn how to:**

Identify guidelines for visual design in slides and other presentation resources  
Evaluate the ongoing (post-presentation) value of developing resources such as handouts  
Identify where to find copyright-free resources  
Discuss the special challenges of designing content and visuals for poster sessions  
Complete Development Checklist <sup>[7]</sup>

## Module 4: Virtual Presentations



[8]

**Participants will learn how to:**

Identify key elements of effective online presentations

Identify strategies for smooth delivery of online presentations

Determine how to organize presentation content to make it easier to follow

Determine the best use of visuals and other resources

Identify effective elements of engagement for online events

Complete Development Checklist [9]

**Groups audience:**

Controller

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**Source URL:**<https://www.cu.edu/controller/digital-design/presenter-certification-program-communicating-financial-information>

**Links**

[1] <https://www.cu.edu/controller/digital-design/presenter-certification-program-communicating-financial-information> [2] <https://vimeo.com/466683152>

[3] <https://www.cu.edu/doc/presentercertificationprogramchecklist-contentdeliverypdf-1?download=true>

[4] <https://vimeo.com/466683688> [5] <https://www.cu.edu/doc/presentercertificationprogramchecklist-elementsengagementpdf?download=true> [6] <https://vimeo.com/466683399>

[7] <https://www.cu.edu/doc/presentercertificationprogramchecklist-visual-designpdf?download=true>

[8] <https://vimeo.com/507373434> [9] <https://www.cu.edu/doc/presentercertificationprogramchecklist-virtual-presentationspdf?download=true>