



## **Communicating to Impress: How to Set up a Successful Presentation**

This short course is aimed at those who want to gain a good basic understanding of how to create and deliver an effective presentation.

The course starts off by providing the bases of communication strategy and an introduction to Public Speaking. It explores: the relationship between the communicator and the public, the pros and cons of oral communication, the different types of audiences, the ground rules for effective oral communication.

The course then goes on to introduce different types of presentations: informational, persuasive, etc. A major emphasis will be placed on different ways of organizing a presentation, and how each one is suited to a different audience and objective. The preparation of slides and visual aids will be examined and discussed at length. The course then focuses on delivery techniques and how to effectively use your voice, body, eyes, posture, to gain maximum effect. Finally, the class will watch videos of famous speakers and will analyse the texts of landmark speeches to draw practical lessons.

The final part of the course is dedicated to a group project: students will be divided into groups and will prepare and deliver a presentation to the rest of the class. The presentations will be video taped and students will receive feedback from all participants and the instructor.

### **Morning:**

9:00 - 10:00: Introduction to Communication and Public Speaking

10:00 - 11:00: Presentation organization

11:00 - 12:00: Presentation techniques. Learn from the Pros: good and bad examples

12:00 - 1:00: Slides, graphs, visual aids

### **Afternoon**

1:00 - 2:00: Lunch break

2:00 - 3:00: Team project and assignments

3:00 - 5:00: Team work and presentation delivery