



# the Management Development Institute

*business and management education since 1981*

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## Presentation Skills

**Code:** CT90-700

**Duration:** 1 day

**Series:** Communications

### Fundamentals of presentation

Effective presentations  
Planning a presentation

### Audience analysis and supporting material

Audience analysis  
Supporting materials

### Building presentations

Build presentations  
Develop an introduction  
Organize the body of the presentation  
Effective conclusion

### Presentation mechanics

Visual aids

### Presentation process

Extemporaneous speaking  
Preparation for speaking  
Deliver a presentation  
Nonverbal communication

### Question-and-answer session

Handle questions effectively  
Handle challenging questions

### Fundamentals of persuasion

Understand persuasion  
Organize a persuasive presentation  
Methods of persuasion

### By completing this course, participants will learn how to:

- Identify and use effective **presentations**, use different types of **presentations**, plan a presentation, and determine primary and secondary objectives.
- Analyze the audience, determine the supporting material, and learn about different types of supporting material.
- Build a presentation, develop an introduction, capture the audience attention, organize the body of the presentation, use transitions, and conclude the presentation.
- Incorporate visual aids, understand the types of visual aids, display, and create visual aids.
- Use a presentation process, prepare before speaking in a presentation, deliver a presentation, and use nonverbal communication aids.
- Handle the questions effectively, approach the question-and-answer session, responsibilities during a session, and handle challenging questions.
- Persuade a presentation, understand the goals of persuasion, organize a persuasive presentation, and use the methods of persuasion.

**Prerequisites:** None