



INTERPERSONAL SKILLS AND SELF DEVELOPMENT | COURSE

# Presentation Design and Delivery

## UK

+44 33 000 111 90  
info@informatech.co.uk  
<https://informatech.uk>  
63-66 Hatton Garden Hatton Garden  
EC1N 8LE , London

## NL

+31 85 74 444 46  
info@infomatech.nl  
<https://infomatech.nl>  
Waarderweg 50 - 2031PB  
Haarlem - Netherlands



# Course content

## Why Attend

Why is it that certain speeches and presentations last forever in our memories while others fade into oblivion by the time they are finished? Is it the topic, the speaker or the material used? On this course, you will learn how to use every resource at your disposal to elevate your speeches and presentations from mundane to captivating. By helping you build exceptional introductions, coherent content and climactic closings, the course will have a significant impact on the effectiveness of the speeches and presentations you deliver, regardless of topic, audience or media used. The course is quite hands-on because it will provide you with the opportunity to deliver a number of speeches and presentations (of your choice) and receive feedback on your design and delivery, while showing you proven techniques to combat public speaking anxiety and present with charisma.

The course uses a mix of interactive techniques, such as brief presentations by the consultant and the participants, role plays (rehearsed and impromptu), playback of videotaped performances (where permissible) and individual and group feedback.

By the end of the course, participants will be able to:

- List the main causes of boring and ineffective presentations and ways to overcome them
- Prepare for a presentation using a systematic and easy to follow approach
- Build a presentation using the triple S rule
- Project the right verbal and non-verbal characteristics essential in powerful presentations
- Pinpoint the main reasons that lead to Public Speaking Anxiety (PSA) and ways to eliminate them prior to presenting
- Use the most commonly available visual aids to support their presentation and make it visually appealing

All those who wish to improve their presentation skills to a noticeable level using a strictly hands-on approach. The workshop-type course is particularly helpful for people who have to conduct sales, business development or periodic presentations to senior management.

- Presentation design and delivery
- Public speaking
- Verbal and non-verbal communication

A man with a beard and long hair, wearing a dark suit jacket over a light-colored shirt, is standing in front of a large screen displaying a business analytics dashboard. He is gesturing with his hands as if presenting. The dashboard shows various charts and data points, including a large '25:1' ratio, a pie chart, and a 3D bar chart. The text 'BUSINESS ANALYTICS 101' is visible at the top of the screen. The word 'Course content' is overlaid in large white letters across the middle of the image.

# Course content

## Why Attend

- Rapport building
- Influencing and inspiring
- Feedback
- PowerPoint

## Course outline

### Introduction

- Difference between presenting and PowerPoint clicking
- Why most presentations fail to leave an impact
- Attributes of an effective presentation
- Importance of preparation
- Ms. Clicker and why you should be aware of her presence
- Mr. Murphy and how he can ruin your presentation
- Overcoming boring pitches and presentations

### Preparing for a presentation

- Gathering the raw data
- The various sources of data and presentation content
- How much information should you begin with
- Filtering the information
- Triple S rule
- Deciding on time allocation: how will you know how much time you need
- Formula of substance, style and support and its impact on the way you present

A man with a beard and long hair, wearing a dark suit jacket over a light-colored shirt, is standing in front of a large screen displaying a business analytics dashboard. He is gesturing with his hands as if presenting. The dashboard shows various charts and data points, including a large '25:1' ratio, a pie chart, and several smaller charts and graphs. The text 'BUSINESS ANALYTICS 101' is visible at the top of the screen. The background is slightly blurred, showing other people in the audience.

# Course content

## Course outline

- The hamburger analogy: why content of substance should not be expanded
- When to focus on style and when to enhance support

## The framework of an effective presentation

- Opening with a win: how to win audience's attention
- Preview: what should be mentioned in the outline
- Key points of a presentation
- The psychological rule of 3
- Recapping before the finish: common tips and pitfalls
- Closing with a bang

## Body language in a presentation

- The hands, legs and the eyes
- To move or to stay put
- Tips for effective body positioning
- Guidelines for animating the legs and hands
- Characteristics of captivating verbal delivery
- Avoiding clichés and euphemisms
- The dangers of smart casual
- Dress and appearance: what are the rules

## Public Speaking Anxiety (PSA)

- Reasons why most people get nervous
- Adrenalin and its effect on presentations

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- Dealing with PSA: short and long term solutions
- What do great presenters do

## Visual aids

- Use of objects and props for visual impact
- Hand-outs: when and how to circulate them
- Secrets and techniques for using flip charts
- Pictures and images: the trends today
- PowerPoint: what every presenter should know



# Seminar dates

## Available seminar dates

Live dates and pricing for Presentation Design and Delivery generated from the course details page.

| Date                   | Location                | Format    | Fee      |
|------------------------|-------------------------|-----------|----------|
| 8 - 12 June 2026       | Frankfurt - Germany     | Classroom | €3,250.- |
| 6 - 10 July 2026       | Rome - Italy            | Classroom | €4,250.- |
| 10 - 14 August 2026    | Kuala Lumpur - Malaysia | Classroom | €2,250.- |
| 14 - 18 September 2026 | Barcelona - Spain       | Classroom | €3,850.- |
| 5 - 9 October 2026     | London - U.K            | Classroom | €4,200.- |
| 16 - 20 November 2026  | Munich - Germany        | Classroom | €3,450.- |
| 7 - 11 December 2026   | Rome - Italy            | Classroom | €4,250.- |

**Live online option** Online delivery is available at €1,850.-.