

Presentation Skills - Presenting to an American audience	
Duration	15 hours
Objective	To assist the delegate to present effectively to an American audience - with the focus on the language, voice, gesture and cultural factors which might influence his ability to convey his message and persuade his audience.
Content	<p>Topics</p> <ul style="list-style-type: none"> • Small vs. large audiences • Considerations when preparing to present to an American audience - e.g. choice of language, style, pitch, etc. • Opening a presentation - creating an immediate impact, grabbing your audience's attention and outlining your objectives • Writing a presentation - language for impact (including a look at conventions of American vs. British English use), title headings, etc. • Using visual aids - conventions of practice and formats • Structure of presentations - effective organisation of ideas, sequencing vs. grouping information, signposting, etc. • The use of voice: <ul style="list-style-type: none"> ○ gaining attention ○ conveying meaning ○ creating impact • Handling audience participation: <ul style="list-style-type: none"> ○ involving ○ questioning ○ nominating ○ overcoming objections ○ retaining control • Delivery skills: <ul style="list-style-type: none"> ○ Your body language ○ Dos and Don'ts ○ Non-verbal signals
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