

How to create inspiring content for Presentations



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How many presentations have you sat through?

How many do you remember? And how many of them inspired you to take action, change your mind or taught you something new?

Most presentations are eye-wateringly boring. They fail to grab the audience's attention. There's no structure to speak of and they lack reflection and depth. Presentations tend to last too long and cram in too much information to be effective. In offices and meeting rooms and from conference stages to 1-to-1's, people are being killed by PowerPoint.

But it doesn't have to be this way.

If you've ever watched videos of speakers such as Barack Obama, Sheryl Sandberg or Sir Ken Robinson, you'll know how great they are. But it's not just how these speakers speak. It's also about what they say.

What makes these presenters so inspiring?

What are the formulas they use to create high-powered speeches and presentations?

And can you apply this formula to create your own content that entertains, educates and engages?

This course is run on a bespoke basis, giving you the opportunity to tailor the course to your exact requirements. To provide a starting point, we'd recommend you use the suggested course outline as a guide only.

The course runs from 9.30 am to approximately 4.30 pm.

Duration: 1 day.

How to find your core message

When to use statistics to inform and persuade

Ways to write attention-grabbing openings

Different techniques to form an emotional connection with your audience

What audiences are looking for

How to keep the attention of the audience

Where to find and create content quickly and easily

The five Cs of storytelling

How to design the body of your presentation

Crafting concrete conclusions and Calls to Action

Different structures that aid understanding

"A highly professional company run by knowledgeable, friendly people"



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Our bespoke onsite courses run from 9:30am to 4:30pm with an hour for lunch. The trainer will arrive in time to check and help with your set up. If you need to amend these timings just let us know in advance and we will work around what suits you.

Workshop Benefits

In this unique workshop, you will discover simple tips and techniques for delivering effective and persuasive presentations. You will learn how to plan and prepare and how to use proven frameworks that are guaranteed to impress. With lots of practical tips and exercises, in a relaxed, friendly environment, this course will support you as you develop career-enhancing presentation skills.

Attending this course, will empower you to design presentations that:

- Inspire action
- Motivate individuals and teams
- Change beliefs
- Help people learn
- Build a loyal following
- Make change happen

Intended Audience

This workshop is suitable for those new to presenting and those who would like to brush-up on their skills. No prior knowledge is required. Suitable for those in supervisory and management positions from junior to mid-level seniority who have to:

- Deliver Key Note Speeches
- Make Presentations at conferences and events
- Present at Boardroom level
- Persuade and influence colleagues internally
- Give sales presentations
- Deliver information to clients
- Course Material

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