



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>PRESENTATION SKILLS</b>
Date	<b>30 &amp; 31 August, 2018</b>
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**Very few things in life are as daunting as delivering a presentation, especially if the stakes are high. Effective presentation skills are critical in today's business environment and can contribute significantly to both individual and business success. The ability to communicate information clearly and accurately requires training, planning and practise. Whether you plan to pitch for a new contract or make an announcement; you must get your message across clearly and as intended.**



Delivering a presentation does not have to be a daunting task; it can be a lot of fun. This two-day programme is aimed at communication professionals and managers who need to add impact and confidence to their presentations. Let us help you develop the skills to put together persuasive business messages supported by well-designed and appropriate visual aids.

Participants will be given sound guidelines on each aspect of good presentations, from the preparation and research phases through the structuring of effective presentations and finally the delivery of the presentation. These will include the use of body language, voice control, managing questions, dealing with nervousness and the preparation of visual aids.

The course is interactive, fun and practical. Particular emphasis is placed on developing the delegate's ability to apply the knowledge and to practice and hone the newly acquired skills as the workshop unfolds.

The content of this workshop covers two key activities: (1) preparing your presentation and (2) delivering it with impact.

## Preparing for your presentation

### **The planning process**

- Developing the key theme, angle and messages
- Analysing the audience
- Collecting material

### **Structuring the presentation**

- Opening with impact: first impressions count
- Effective body structure, sequencing and flow
- Strong endings

### **Creating impact**

- Applying useful tools
- Establishing a theme
- Humour and audience participation

### **Use of visual aids – guidelines, use of colour and design elements**

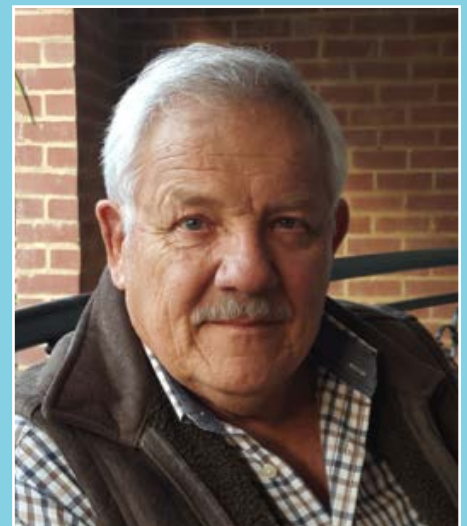
## Presenting with confidence

- Dress rules and principles
- Non-verbal techniques to complement delivery
  - Eye contact, facial expressions, posture, hands and body
- Verbal techniques
  - Voice control, pitch, resonance, pace and emphasis
- Overcoming stage fright
  - Nerves and relaxation techniques
- Dealing with the unexpected
- Using the venue to your advantage
- Dealing with questions and answers

## About the facilitator

**Peter van der Schyff** is a freelance writer and communication specialist, managing his own public relations consultancy, Pringle-Scott Communication, in Johannesburg. He has established himself as an accomplished writer, proof reader and editor of English and Afrikaans texts with numerous clients. communication.

He holds degrees in law, communication and industrial psychology. Peter is a Chartered Public Relations Practitioner (CPRP) and active member of the Public Relations Institute of Southern Africa (PRISA) where he has been lecturing on a part-time basis on all facets of corporate and media communication since 1987.



Between 2007 and 2014, Peter acted as both Judge and Chief Judge for the PRISA PRISM Awards, Southern Africa's most prestigious awards for excellence in Public Relations and communication projects. During 2008/9 he was chairman of PRISA's Gauteng Region and a member of the board of PRISA.

In May 2010 Peter received the PRISA President's Award for his contributions to the public relations and communication profession in South Africa. Earlier, in 1997 Peter was recognised for his presentation skills when he was named Communicator of the Year by International Training in Communication (ITC)

<b>Duration:</b>	<b>2 Days</b>
<b>CPD Points:</b>	<b>15</b>
<b>*Early bird PRISA Member:</b>	<b>R4800.00</b>
<b>Late PRISA member:</b>	<b>R5030.00</b>
<b>*Early bird non-member:</b>	<b>R5320.00</b>
<b>Late non-member:</b>	<b>R5600.00</b>
<b>PRISA registered student:</b>	<b>R2720.00</b>
<i>Accommodation NOT included in any of the fees Fees subject to change</i>	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

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**\*Early bird: Book and pay before 30 July 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262