

# Delivering Powerful, Persuasive Briefings and Presentations™

---

## Description:

In this 1-day seminar you will learn practical skills to quickly design and develop a powerful, persuasive briefing or presentation. The seminar emphasizes how to get and keep an audience's attention, how to present your message with confidence, clarity, and conviction whether to one or to hundreds. You will learn techniques to control nervousness and fear, also how to deal with "difficult" audience members, including challenges to you and your message.

## Topics

### Overview of Presentation Types, Formats, and Settings

### Designing and Developing a Powerful, Persuasive Briefing or Presentation

- Clarifying your purpose
- Determining the response you want
- Determining your role
- Gathering information about your audience
- The Listener's Rule
- Openings - getting their attention
- The middle of the presentation
- Organizing patterns
- Closing the presentation
- Transitions
- To script or not to script
- Speech prompters
- Visual aids and props

### Delivering a Powerful, Persuasive Briefing or Presentation

- Uniquely you
- Understanding and managing nervousness
- Powerful non-verbal communication
- Eye-contact
- Gesturing
- Your powerful voice
- About accents
- Presenting from a lectern
- Presenting with a microphone
- Presenting from a seated position
- The art of asking questions of your audience
- Fielding audience questions
- Dealing with difficult audience members

### Exercises

For additional information, contact us at:

Roberts & Roberts Associates

Phone: (972) 596-2956 • E-mail: [info@R2assoc.com](mailto:info@R2assoc.com)

Website: [www.R2assoc.com](http://www.R2assoc.com)