



PRESENTING WITH IMPACT

Program “The Real Deal” trajectory:

Program 1° day live:

Time: 10:00 – 16:30/17:00

During the first day we lay the foundation for effective presenting. We take a closer look at the basic elements Ethos, Pathos and Logos. We do this by varying clear compact theory with a lot of practice. We also have a look at how to connect to all kinds of audiences. We take an advance on the second live day; the preparation and designing of a convincing presentation. Finally, we practice with a few tips to make sure our information gets across but will also sink in and stick.

Effective presenting: the foundation Ethos, Pathos and Logos.

10:00 - 10:30	Introduction: explanation goal, gain, approach and program.
10:30 – 12:00	What is your personal presentation style and how can you strengthen it? Ethos Theory and Exercise.
12:00 – 12:15	Break
12:15 – 12:45	How to get your audience “on board” in just a few minutes? Theory and Exercise Pathos and Logos .
12:45 – 13:15	Lunch
13:15 – 14:30	How to connect to all kinds of audiences? Theory and exercise.
13: 00 – 14:45	Break
14:45 – 15:45	How to make a quick and effective foundation for a convincing presentation and how to use PowerPoint in an optimal way? Logos . Theory and an advance to next training day.
15:45 – 16:00	Break
16:00 – 16:45	How to make sure your message will be anchored in the brain of your audience? Logos en Pathos . Theory and exercise.
16:45 – 17:00	Closure.

Contactgegevens

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PRESENTING WITH IMPACT

Program 2nd day live:

Time 10:00 - 16:30/17:00

Strategical strong presentations start out with mapping all the forces that play a part in the presentation. Many presentations do not attain their presentation goals and are not convincing, simple because this crucial step is not done properly or did not happen at all.

You have multiple goals with your presentation, you want to influence the knowledge, opinion, feelings and maybe even the actions of your public. How to do this? How to create an iron-strong presentation that convinces your audience?

That is exactly what you will learn in this second training day. After this day, you will know what you need for a cast-iron presentation design and the principles behind it. So that next time, you can apply it and know how to make your presentation solid and convincing.

Effective presenting: the foundation, the design!

10:00 – 10:30	Introduction day. Peek back, program, goal and gain.
10:30– 11:15	How are we going to tackle this?
11:15 – 11:30	Break
11:30 – 12:00	How to clearly formulate our presentation goals?
12:00 – 12:45	Analyse your audience.
12:45 – 13:30	Lunch
13:30 – 14:00	Formulate your key message.
14:00– 14:30	A good start with 2 extra's.
14:30 – 14:45	Break
14:45 – 15:45	"The Core" in 3 steps.
15:45 – 16:00	Break
16:00 – 16:45	"A memorable ending" in 3 steps.
16:45 – 17:00	Closure.

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PRESENTING WITH IMPACT

Program 3rd day live:

Time 10:00 - 16:30/17:00

Effective presenting: the finishing touch!

During the 3rd day everything comes together, the design (Logos and Pathos), the delivery (Ethos), use of PowerPoint (technique) and answering questions. (preparation).

Besides the finishing touch and some additional knowledge (that the group may choose) in the morning, the afternoon will be dedicated to the prepared presentations. We will look at; content and delivery, use of PowerPoint and answering questions. We playfully finish with awarding the "Best Presenter and Presentation Award" and handing out the Certificates.

After the final day each participant will receive a personal A4 report. This report gives an overview of the qualities and development points. This way it will be clear for each participant how to further develop themselves in the future.

10:00 – 10:15	Introduction: Peek back, what did we learn and where are we?
10:15 – 10:45	How to keep your audience engaged from beginning to end? Theory and exercise. Summary: Ethos and Logos.
10:45 – 11:30	How to tame your nerves? Theory and exercise. Or how to inform, convince and inspire. Summary: Logos.
11:30 – 11:45	Break
11:45 – 12:45	How to answer questions effectively and professionally and how to deal with difficult Q & A situations? Theory and exercises.
12:45 – 13:30	Lunch
13:30 – 15:00	How to present, clear and engaging? 3 prepared presentations. 30 minutes per participant.
15:00 – 15:15	Break
15:15 – 16:45	How to present, clear and engaging? 3 prepared presentations. 30 minutes per participant.
16:45 - 17:00	Closure, Award and handing out Certificates.

In between meetings participant will receive assignments and the taped footage will be send to each participant for study purposes. Study load: 3-6 hours between every live day.

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