

WHAT YOU WILL LEARN

In this course you will learn both theatre skills and story design skills. The two are vital to giving great presentations and they will make your presenting unforgettable,

The first step is to recognise that communication comes with many signals such as intonation, gestures and posture. In normal communication these have the tendency to alter when you change the subject. The challenge is to make these signals and changes work in a presentation.

Next you will learn to use story tools to involve your audience more and make them eager to know how your story will end. Along with optimising slides and the use of slides in your presentations you will learn the tools you need to make a difference in presenting.

All in all you will learn to:

1. increase clarity and attention levels by reaching your audience with everything you do
2. increase attention by matching your way of presenting and your content
3. make subtle changes in the way you present more distinctive
4. apply these skills in a longer presentation
5. shape your content using story tools that involve and intrigue the audience
6. adjust the structure of your talk to the stakeholders you address
7. design and present slides effectively
8. respond to questions in a way that show that you are in charge

PRACTICALITIES

The Art of Giving Business Presentations consists of three days with two weeks in between or six half days every week. Homework in between sessions adds up to four hours in total. You will be provided with a booklet detailing the course content. When you complete at least 80% of the course you will receive a certificate at the end. The number of participants per trainer is ideally 5 to 7. If there are more participants, the course can be taken with two trainers and 14 participants.

You can take this course as an individual in our open course offer. If enough of your colleagues are interested, the course can also be taken together at your place of work. As set-up, we would need a venue that easily seats everybody and a flipchart.

A FRIENDLY WARNING

If you already took the three half day theatre course or the three half day story course you will find that there is substantial overlap since this course is a combination of both. If that is the case you would be best of by taking the other shorter course on either theatre skills or story skills.

WHO FOR?

The Art of Giving Business Presentations is designed for everyone aiming to get the most out of their presenting in business. The course is open to both experienced and inexperienced presenters as the skills we teach are, in most cases, new to everybody.

ABOUT ARTESC

Artesc builds a bridge between the performing arts and communication in science, teaching, business and law. At present, our theatre and prose skills courses are used to improve professional communication in seven countries.

We are proud to have helped thousands of scientists, teachers, business and law professionals to reach a substantially higher level of presenting, teaching and writing.

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THE ART OF PRESENTING IN BUSINESS

Present, Reach, Activate & Involve

You know that the future of the company depends on great ideas finding their way inside the company. So your ideas need to be heard, you need to make a great impression and you need to involve your audience at the same time.

But how to do that with dry content and lots of details?

In this course you will learn story skills to shape your content in such a way that your audience starts to want your message. Along with that you will learn to use theatre skills to present your story in a convincing manner. One of these skills will make you able to continuously support the content and optimize your personal impact. This will result in maximum attention throughout and it allows you to get the best part of you on stage.

Result: More attention, more impact, more justice to you and to the content.

**YOUR IDEAS CREATE OPPORTUNITIES
LET THEM FLY TODAY**