

IMPACTFUL PRESENTATION SKILLS FOR BUSINESS LEADERS

“Engage, Captivate, Inspire!”

Date : 7th – 8th December 2015

Venue : Vistana Hotel, Penang

Workshop Description

This workshop reinforces current skills and also develop a range of additional presentation techniques to ensure participants give memorable and powerful presentations to audiences large and small. This workshop will focus on advanced delivery techniques that are used by professional speakers to engage their audiences and developing a range of additional presentation skills to higher levels.

Tailored very much to the requirement and skill sets of the participants in the workshop, participants will learn a range of advanced techniques such as infusing engaging stories, dealing with audience sensitivities (and hostility), working with audio equipment, managing questions effectively and a range of techniques including voice projection to ensure that their presentations achieve maximum impact.

Workshop Objectives

- Deliver Engaging, Captivating and Inspiring presentations
- Awareness of individual strengths and weaknesses in delivering presentations
- Learn to use emotions, voice and non-verbals
- Increase influence and persuasion in audiences
- To leverage on audio-visual aids to maximize impact;
- Build passion, enthusiasm and conviction presenting to all types of audiences

Who Should Attend?

- Entrepreneurs
- Directors
- C-Level
- Senior Managers
- Managers
- Senior Executives

Workshop Chronology

0830	Registration
0900	Workshop Begins
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCENSM

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: The Makings of an Impactful Presentation

- The Need for Impactful Presentations in Today's Environment
- The Presentation Communication Dynamics and Process
- The 5 Methods of Delivery – The Smartest, Emotional, Shock/ Surprise, Energetic and Humorous
- 1st Presentation: Introduction and Warm Up

ENGAGE

Module 2: Developing First Impressions & Credibility

- Exercise: Strategies to Overcome Stage Fright – Gibberish
- The 3 Key Elements to Develop Positive First Impressions – Appearance, Body Language & Voice Tone
- The 5 Must Haves to Develop Solid Credibility: Integrity, Expertise, Empathy, Enthusiasm & Experience
- Developing an Impactful Voice: Vocal Development Exercises – Loudness, Projection, Clarity
- Exercise: Developing Powerful Speakers Influential Voice Tone
- 2nd Presentation: Individual Presentation Within a Team Presentation

CAPTIVATE

Module 3: Leveraging on Non-verbals to Enhance Your Presentation

- The Role of Non-verbals in Your Presentation – Physical and Environment
- Exercise: Developing Engaging Eye Contact
- Exercise: Expressive Facial Expressions
- Exercise: Developing Powerful Hand Gestures
- Exercise: Developing Strong Body Posture & Movement
- Exercise: Creating Spatial Awareness

INSPIRE

Module 4: Developing Presentation Structure

- Exercise: Strategies to Stay Focus on Your Message: Mind Mapping
- Determining the Purpose By Understanding Your Audience - to inform or to persuade
- Exercise: Organizing the Presentation Structure and Flow: The Introduction, Body and Conclusion
- 3rd Presentation: Prepared Presentation With Specific Topic

Module 5: Using Stories to Inspire and Move Your Audience

- The Importance of Story Telling to Enhance the Stickiness of Your Message
- Emotional Engagement - Crafting a Story to Connect and Tie-In Relevant Messages
- Imagery and Emotion - Building Drama, Suspense and Humour in Your Story
- A Powerful End - Delivering the 'Punch Line' or Cliff-hanger
- Final Presentation: A 5 Minutes Prepared Presentation that Is Work Related

Module 6: Loud and Clear – Audio Familiarity

The Dynamics of Microphone Usage and When to Use Them
Microphone Techniques for Headsets, Clip Mics, Wireless & Traditional Handheld, Mini Podium, Microphone Stands, Unidirectional, Multi-directional Mics
Understanding and Managing the Microphone – Microphone Placement and Optimizing Location

Program Facilitator

Ken Ng

Ken is an industry and globally recognized human performance consultant/ trainer and acclaimed communicator. Best known for his interactivity and engaging style of presentation and interactive facilitation, his services are much sought after. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, Certified Master Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication with more than 25 years of working experience from various industries.



An internationally certified trainer of Service and Support Professionals Association (SSPA) and Master Trainer for Western Kentucky University, USA, certified programs, Ken is constantly requested to conduct workshops for people of all levels. His expertise and highly interactive approach into people development has won many accolades from clients and has resulted in countless consulting and human capital enhancement engagements in Multi-national Companies, Large Local Conglomerates and Government Linked Companies regionally.

In addition to being passionate about unleashing individual and team potential, Ken is also an author of numerous white and technical papers, articles and has conducted in-depth research and studies on sales, marketing, customer contact and the customer experience in Asia Pacific. He has been highly involved in providing strategic directions for the Asian customer interaction management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards.

This career people developer's passion for enhancing human performance also serves as guide and mentor in developing leaders; Ken first became intrigued and immersed himself into the field of human capability and potential in the late 80's while he was still in America. Since then, Ken has held a variety of leadership, management and operational roles in various organizations.

Ken is always enthusiastic to be able to share his experience, knowledge and uncanny insight in recognizing and tapping into an individual's hidden potential for both personal and organizational success.

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Companies that have attended “Impactful Presentation Skills for Business Leaders Workshop” since 2010

20th Century Fox Film (M) Sdn Bhd
ALC- Klang
ALC- Taman Megah
Amanahraya Investment
Ambank Group
Amway (M) Sdn Bhd
Bank Negara Malaysia
Bank Rakyat
Boustead Penang Shipyard Sdn Bhd
Bridgestone Engineered Products of Asia S/B
Bridgestone Engineered Products Of Asia Sdn Bhd
Carlsberg Brewery Malaysia Berhad
Colgate Palmolive
Colourcoil Industries Sdn Bhd
Core Laboratories Asia Pacific Sdn Bhd
Credit Guarantee Corporation
Dagang Net
Delteq (M) Sdn Bhd
DEM Draexlmaier Automotive Systems (M) Sdn Bhd

DKSH Corporate Shared Services
DML Products SB
FMC Wellhead Equipment Sdn Bhd
Fonterra
Fuji Xerox Asia Pacific Pte Ltd
Indah Water Konsortium Sdn Bhd
Infineon Technologies (M) SB
Insitut Kefahaman Islam Malaysia (IKIM)
Institut Kumpulan Wang Simpanan Pekerja
Iskandar Regional Development Authority
Island Hospital Sdn Bhd
IWSB
JCorp
JJ-Lurgi Engineering
KESAS Sdn Bhd
Kimberly-Clark Products S/B
KLCT Healthcare Sdn Bhd
KWSP
KYB-UMW Malaysia Sdn Bhd
Lowe and Partners Sdn Bhd
LVMH Perfumes & Cosmetics (M) Sdn Bhd

Malaysian Electronic Clearing Corporation Sdn Bhd
Malaysian Life Reinsurance Group Berhad
Malaysian Reinsurance Berhad
Malene Insurance Brokers Sdn Bhd
Mega Lifesciences Sdn Bhd
Mitsubishi Motors Malaysia Sdn. Bhd.
National Kidney Foundation
Newfield Sarawak Malaysia Inc
Palm-Oleo Sdn Bhd
Prima Merdu Sdn Bhd /Mazda
Robert Bosch Sdn Bhd
Sarawak Energy Berhad
Scomi
SP Setia
Tanjung Offshore
Taylor's University
TM Group
TT dotcom Sdn Bhd
UTMSPACE
VADS

Participants' Comments

“A must attend for senior managers who addresses the company and board of directors.”

“Wonderful program. Gave me so much of confidence. Thank you for having us.”

“Really learnt a lot from this program.”

“Will forward good messages to the company and recommend others to join the training.”

“Life is about making decision. I am glad I made the right decision to attend this workshop. Not only I took back motivation and good tips about powerful presentation skills, but I also gained lots of positive energies and interpersonal skills.”

“... thought I was doing fine until I discovered a whole set of new areas that never occurred to me. Definitely worth the time and investment.”

**MORE THAN
30
SESSIONS
SINCE 2010!!!**

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Registration Form

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For further information,
kindly email your enquiry
to shera@atcen.com

PROGRAMME FEE

RM1,999 - per participant

(6% GST is chargeable)

Group Discount - 10% for 2 participants
Group Discount- 20% for 3 or more participants
who register for the workshop at the same time and are
from the same organization.

****This training is PSMB claimable and
Subject to PSMB approval**

To register, complete this form:

1. Email form back to sender's email address/
shera@atcen.com
2. Fax this form to +603-8940 2620

Bank Draft:

Payable to **ATCEN SDN BHD** and courier to:
18-1 Jalan Dagang SB4/1, Taman Sungai Besi Indah,
43300 Seri Kembangan, Selangor Darul Ehsan,
Malaysia.

By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**
Bank : Public Bank Berhad
Acc No : 3-1304600-34

All bank charges to be borne by payer.

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

For Office Use Only

Corporate Sales Consultant: SHERA

Invoice Number:

Invoice Date: