

Presenting in English

“I saw smiling faces in my recent sales presentations and I’ve got more business cards from interested prospects.”

Tony Cheng, Marketing Director [banking]

“I am practising my presentations using what I’ve learned. The course has helped me a lot and gets me results.”

Claire Wong, International Sales Manager [garment]

“My presentations have become more engaging and entertaining. The feedback from the audience is great.”

Sara Leung, Corporate Sales Manager [securities]

Aim

Good presentation skills can mean the difference between engaging and exciting the audience and boring and confusing them. Even with good presentation skills, delivering in English may prevent you from effectively conveying your messages. We can help you get great results with a direct and logical flow using simple but effective words and expressions.

Results

1. To better plan and structure presentations
2. To correctly use simple words and expressions
3. To clearly communicate key messages in English
4. To effectively engage the audience
5. To confidently present in English

Content

Essential Module (Fast-track module: 7-hour x 1 day)

1. Presenting your messages; not surviving on stage
2. ‘What’s in it for me? (WIIFM)
3. Engaging the audience: the “You Attitude”
4. Your message: relatedness and connectivity
5. Conveying first class messages in a second language
6. Using simple structures, words and expressions
7. Presentation practice and critiquing 1 of 6
8. Fixing key pronunciation problems in ONE hour
9. Presentation practice and critiquing 2 of 6

Advanced Module* (Fast-track module: 7-hour x 1 day)

1. The choice of words
2. Using non-verbal language at ease
3. Speaking from heart; NOT reading the script
4. Removing verbal garbage
5. Less is more – the conciseness of PowerPoint slides
6. Presentation practice and critiquing 3 of 6
7. Powering PowerPoint
8. Your presentation checklist
1. Presentation practice and critiquing 4 of 6

* Participants are strongly advised to take the Essential Module before proceeding to the Advanced Module.

Professional Module** (Fast-track module: 7-hour x 1 day)

1. Selection of Power Words
2. Grammar consistency on slides
3. Guiding the audience through “Signposting”
4. The power of pauses and silences
5. Handling Q&A professionally
6. Presentation practice and critiquing 5 of 6
7. What can go wrong?
8. Achieving presentation objectives... best on the spot
9. Presentation practice and critiquing 6 of 6

** Participants are strongly advised to take the Advanced Module before proceeding to the Professional Module.

Reference Customers (in-house and public programmes)

1. China Light and Power
2. Galaxy Entertainment Group
3. The Hong Kong Management Association
4. Hugo Boss AG
5. Hotel ICON

Trainer:	Ray Lee (refer to Trainer Profile)			Medium of Instruction: English and Cantonese
Modules (levels):	<input checked="" type="checkbox"/> Essential	<input checked="" type="checkbox"/> Advances	<input checked="" type="checkbox"/> Professional	
Study mode:	<input type="checkbox"/> Regular	<input checked="" type="checkbox"/> Fast-track		
Cost / module:	Essential HK\$1,250	Advanced HK\$1,350	Professional HK\$1,450	Sunday/Holiday Surcharge HK\$100 per module
Discount per Registration*:	2 modules HK\$100 / module	3 modules or above HK\$150 / module		*applies to the same or different participant(s)