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# THE SKILLED PRESENTER™

How to sell yourself, your audience and your ideas

**DATE TO BE CONFIRMED**

**The Skilled Presenter™** examines the mechanics of how to deliver a presentation. We focus on how others see you. Special emphasis on: organizing your presentation; polishing performance skills; voice, gestures, eye contact, posture, stance; preparing dynamic visuals.

## Positioning Your Ideas for Your Audience's Core Concerns

- Crafting your presentation to provide your listeners a simple, memorable, unifying idea.
- Addressing your listeners' concerns
- Engaging your listener with visual, helpful and personal examples.
- Book-ending the presentation: effective openings and closings.

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## Ways to Involve Your Audience

- Using your listeners as a focus group
- Moving discussions along, while maintaining control.

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## Using Language Your Listeners Will Understand

- How to achieve clarity with your words
- Explaining technical terms clearly and simply.

## Techniques to Overcome Stress

- How structured presentations cure stress
- Tips from theatre performers and professional athletes.
- Assessing the results of **The Skilled Presenter™** Confidence Test.

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## Crafting Your Content

- Fleshing out presentations with examples and stories.
- Adding concrete details to reinforce ideas.
- Making facts and figures memorable.
- Keeping quotes succinct and pertinent.

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## Using Humour

- Ensuring that humour relates to your subject.
- Including yourself in humour.

### How to Practice

- Keys to pacing: separating your topics and using transitions.
  - Memory devices anybody can use.
  - Focusing on timing.
  - What to do on the day of the presentation.
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### Voice Projection

- Varying your speed, volume and modulation.
  - Spotting speech errors
  - Improving your voice for impact
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### Eye Contact: The Most Powerful Persuader

- Keeping eye contact comfortably
  - Using eye contact to show your listeners that you like them, and to relax yourself.
  - Using eye contact techniques from theatre and television.
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### Gestures, Stance and Movement

- Using gestures naturally.
  - Standing squarely, and moving with a purpose.
  - Stopping yourself from using distracting gestures.
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### Fielding Questions

- Bridging techniques to clarify questions and buy time.
  - Identifying and preparing for commonly asked questions.
  - Dealing with interruptions.
  - Dealing with hostile questions.
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## ABOUT THE FACILITATOR

### **Irene Hogendoorn McLuhan & Davies**

Irene is a graduate of the University of Toronto and Ryerson Polytechnical University. She developed and taught a part-time Sales Course at Ryerson in the Radio Television Arts Program as well as developed and taught a First Nations Training Program in Saskatchewan.

Irene comes to McLuhan & Davies with over 20 years of newspaper experience at the Toronto Star, where she has been involved in sales, marketing, product development, promotions and training. In her current role as an independent marketing consultant, Irene works extensively developing marketing collaterals, marketing strategies and liaising with Government and Legal Officials in the telecommunications field.

Irene's communication projects include developing collateral materials, sales presentations, creating and coordinating major sales and marketing events, United Way events and implementation of a staff departmental monthly newsletter.

In the training field, Irene has worked with sales staff to achieve the necessary skills to exceed revenue targets and meet objectives. Within the First Nations community, Irene provided training and career counseling in the Construction Field. Her management roles have included establishing new streams of revenue in the advertising department, team building both internally and externally and executing executive presentations.

Irene is involved in community theatre and has been a member of the Eastminster Players for over twenty years.

Irene is a Master Dragon Boat Paddler and has represented Canada in several international venues including the 2001 World Championships.



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## REGISTRATION FORM

### THE SKILLED PRESENTER™

DATE TO BE CONFIRMED

NAME:

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JOB TITLE:

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COMPANY NAME:

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COMPANY ADDRESS:

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PHONE:

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FAX NO:

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E-MAIL ADDRESS:

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SIGNATURE:

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[COURSE PRICE: US\\$1250 + 15% VAT or US\\$1437.50 \(VAT Inclusive\)](#)

This covers the cost of tuition, course materials, lunch and refreshments.

In order to ensure that you have a booked place, you must complete and sign the registration forms signifying your confirmed attendance at the above seminar and payment in full upon registration.

[CANCELLATION POLICY](#)

A cancellation fee of 50% of the total cost per registered participant will apply after **7 days** prior to the start.

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