



Master Class Series Training Program

# Business Presentation Skills

Date : 28 - 29 September 2011

Venue: Parkroyal Hotel,  
Kuala Lumpur

Time : 9.00 am - 5.00 pm

## About The Course

In business, lack of presentation skills can kill business - often without even us knowing it. Think of the last poor business presentation you attended. The presenter probably didn't even realise that he has spoilt the business.

*Business Presentation Skills* is a two-day practice intensive workshop which will equip the participants with the competency of not only making excellent presentations but also engaging the audience interactively. Participants would learn how to captivate, motivate, inspire and persuade - transforming "standard canned-presentation" into two way communication session which support the business development cycle of getting information, giving information and getting commitment.

Participants will learn how to apply tested methodology to overcome nervousness & deliver with a style complementary of their own personality.

This course will also focus on teaching the participants on how to present your product or services from the customers perspective.

The skill of presenting well is an important competency in business as well as personal success. We can't communicate well if we can't present well. Since presentation has become a regular feature of our daily life, isn't it time that we equip our presenters with this essential skill?

HRDF Claimable Under SBL Scheme

## Trainer's Profile

Y.C Chow is a success coach, strategy consultant, author and a much sought after trainer in Asia. His work reflects over 35 years of senior management experience both as a practitioner and a consultant.

His interests are in helping organizations and individuals succeed through transforming and transcending their performance. He regularly conducts high energy soft skills training workshops revolving around selling, service delivery, interpersonal skills, communication, leadership & management, time management and success strategies.

YC Chow is the Executive Director of PJMS, a company he established in 2001 after a long and illustrious career in a major international shipping company where he held, interalia, the position of Managing Director.

YC Chow has trekked to the Everest Base Camp and is the author of 5 books; three on selling skills, one on time management and the other on self management. In the past twelve months, He has trained in Malaysia, Singapore, Indonesia, India, China, UAE, Vietnam & Myanmar.



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# Business Presentation Skills



All you need to know is finally revealed...

## Two-day Program Outline



100%  
RISK FREE  
MONEYBACK  
GUARANTEE

If you are looking for a real business presentation course...**your search ends here.**

### Understanding Communication

3 Essentials Of Effective Presentations  
Strategy

Substance

Style

Preparation

Researching the Audience

Setting Objectives



### Practicing and Rehearsing

Pre Delivery Routine

Site Check

Getting Stage Bound

**WARNING !**

Your performance will be captured on videotape for review and learning purposes.

### Handling Nerves

Delivery

Voice

Gestures and Body Language

Rapport Building Techniques

How to Use Visual Aids

How to Handle Questions

Post Delivery

Anchoring Success

Skills Drill / Role Play

Questions & Answers



### Target Audience

Those who are directly involved in presentation of any kind; *those who wish to improve their presentation skills to higher level of proficiency.* Suitable for management level, head of department, sales, business development specialist, account managers, public relations and marketing professionals.

### Training Methodology

Accelerated adult learning ~ Total immersion ~ Inside-Out approach ~ Competency based ~ Models that work in real life ~ Video learning ~ Fun

Highly interactive and participants will be actively engaged with skill drills & practice.

## Course Fee

RM 1790 / participant *inclusive of course materials, lunch, tea-breaks & certificate of attendance*

**EARLY BIRD Discount RM 1690 / participant for registration & payment received 2 weeks before course date.**

**HRDF CLAIMABLE UNDER SBL SCHEME**



## Learning Objectives

- Gain a deeper understanding of your audience's needs and how to satisfy them.
- Avoid common pitfalls that weaken your image and objectives.
- Enhance and not ruin your credibility, status and professionalism.
- Both engage and connect with your audience for maximum impact.
- Use powerpoint slides to enhance and not hinder your spoken message.
- Employ body language and vocal tones that support your presentation and status.

## Registration Form Business Presentation Skills

Date : \_\_\_\_\_

Venue : \_\_\_\_\_

**Time 9.00 am – 5.00 pm**

**Fax to 03 563 52 520**

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Job Title \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ Email \_\_\_\_\_

Name of Participants: (Write In block letter)

\_\_\_\_\_ Job Title \_\_\_\_\_

\_\_\_\_\_ Job Title \_\_\_\_\_

\_\_\_\_\_ Job Title \_\_\_\_\_

\_\_\_\_\_ Job Title \_\_\_\_\_

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