



Successful International Presentations



Program Content

Today's modern manager evolves in a rapidly changing business world where opportunities and new potential for development are constantly being created. Now we are confronted with different types of audience profile whose expectations in terms of presentations and communication styles are no longer the same as before. The international audience profile requires reinforced communication skills if we are to avoid the pitfalls of what can prove to be expensive intercultural misunderstandings.

Berlitz proposes to render your communication style more fluid and explicit whilst increasing your powers of persuasion when delivering international presentations.



Public

All managers and decision makers working on an international level who wish to either acquire or improve their skills in conceiving and delivering international presentations.



Program Objectives

- Identifying key stages, key steps and weak links inherent in international presentations
- Developing the faculty to conceive, prepare, deliver, and focus on an objective led presentation
- Creating and maintaining a positive audience expectation
- Adapting and adjusting presentations by activating both verbal and non verbal levers
- Taking into account group dynamics and reading reactions in an intercultural environment
- Organizing and bringing appropriate responses to the question and answer session
- Handling objections and dealing with unforeseen circumstances
- Greater ease in English and specialized presentations vocabulary and structures



Pedagogical approach

Contributions from both the consultant and other members of the group. Self analysis of performances, double level of feedback (consultant + group), exchanges, directed discussions, workshops, role plays, mini case studies and filmed sessions, etc.



Having completed this course the participant will

- Be more apt to prepare and organize objective led meetings in advance
- Be able to identify styles of meeting and adapt preparation in keeping with the objectives
- Solicit the right participant at the right moment and channel all energies towards a common goal
- Be more at ease in manipulating those levers and techniques which optimize participation
- Know how to give and receive feedback in the right frame of mind
- Know how to choose the right tools in function of the objective to be achieved