Presentation skills that include rich technical data can get lost in the delivery – audience attention can wander and the understanding and application can evaporate. Strong expert / technical professionals who possess strong presentation skills can help advance great ideas, strengthen customer relationships, build a strong sales message and accelerate internal VIP initiatives. This program helps to build the necessary skills to turn data into a conversational story.

Participants in this workshop will learn and practice techniques for organizing and delivering presentations that turn data and technical information into a conversation with clear and common messaging that are tailored to the needs of their audience(s).

OBJECTIVE:

The course examines the two essential components of a customized and dynamic "conversational data" presentation: **preparation** and **delivery**. Participants will learn the crucial steps of preparation, including: creating a clearly defined objective to drive the presentation content and common message forward, learning how to take data technical reports and other sources and interpret the information in a meaningful way, assessing/profiling the audience, and editing content and visuals to create an "audience-centric" presentation. They then focus on delivery techniques using various techniques to increase interactivity and audience engagement. Participants practice and receive feedback on these components throughout the workshop, culminating in a video recording (with participant and instructor feedback) of their final presentations. At the conclusion of this program, participants will be able to:

- Stimulate audience engagement and deliver consistent and common messaging the demonstrates the value of internal services provided and the interpretation of meaningful technical data

- Create and deliver the value proposition of the audience, the department, and it's respective services

- Make data from technical reports relevant and present to audience in a meaningful and empowering way

- Create and edit presentation content based on an analysis of the audience and the objective(s) of the presentation

- Deliver strong openings and closings that capture attention and move people to action

- Create and maintain audience interest through professional delivery skills, compelling visuals and interaction with the audience

- Handle question management skills for audience satisfaction

PARTICIPANTS RECEIVE

- Multiple practice opportunities with feedback

- Workbook/reference manual

- Video recording(s) of practice efforts and final presentations

- Structured feedback from peers and instructor

LENGTH OF SESSION

Two-day workshop

CLASS SIZE

Maximum of 10 people per workshop.