

# DELIVERING POWERFUL & CHARISMATIC PRESENTATIONS

*13-14 November 2014, Budapest*

An in-depth two day practical workshop where you will acquire the tools and techniques to enable you to deliver convincing and charismatic presentations.



**Understanding How to Manage and Control Nervous Energy**  
**Managing the Physical Impact of the Speaker**  
**Generating an Exciting and Interesting Voice**  
**Generating Eye-catching Visuals**  
**Handling the Discussion Period**  
**Making the Emotional Connection**  
**Putting the Message Together**

*Course leader:*  
*Dr. Troy Wiwczarowski,*  
*native trainer,*  
*Associate Professor,*  
*Debrecen University*

The numbers are deliberately limited to maximize the amount of personal involvement and feedback. You will have a real opportunity to try out new skills and take risks in front of a small group of your peers, benefiting from expert guidance throughout the two days. In addition, you will receive a video of your own presentations which you can use both to help you critique your technique during the course, and to review at your leisure – as evidence of just how much your skills have improved!

This program is truly “hands on” and therefore in addition to practical exercises throughout the two days, participants will be required to prepare a short presentation prior to the course, and will also need to set aside time on the evening of the first day to prepare a presentation for the following day, using either an overhead projector or PowerPoint.

## PROGRAM CONTENT

### Understanding How to Manage and Control Nervous Energy

Managing nervous energy is probably one of the biggest challenges for most speakers. In this part of the course you will discover how to turn negative fear into positive power.

#### Getting the Butterflies to Fly in Formation

- tips and techniques to help you feel mentally more positive

#### Learning to Relax

- practical strategies to aid relaxation and get the body under control

#### Assertiveness

- assertiveness vs. aggressiveness – making yourself heard
- putting emphasis into your personality to get what you want

### Managing the Physical Impact of the Speaker

The physical impact of the speaker makes up 55% of the total impact. If there are any distractions the audience will find it extremely hard to listen.

However we all know that the body can take on a life of its own when we are in front of an audience!

#### Body Posture and Stance

- Ensuring a confident and authoritative stance

#### Hands and Movement

- positive ways to use space and general spatial awareness

#### The Importance of the Face

- practical exercises to reduce facial tension
- how to maintain eye contact, especially with a large audience

### Generating an Exciting and Interesting Voice

The voice is a powerful tool in the presenting process. Up to 38% of our impact as a speaker will be due to how we use the voice. The voice is as unique as our personality, but interest and excitement in the voice can disappear when faced with a large audience.

# PROGRAM CONTENT

## Breathing

- how to achieve rib swing
- developing the technique of breath control
- breathing exercises to help sustain the voice

## Vocal Variety

- techniques to increase the variety of pitch in the voice
- developing a varied pace of delivery
- why and how to use pauses
- the 'E' word and its importance

## Volume and Projection

- exercises to produce volume and increase resonance

## Putting the Message Together

It is vital to think of a presentation as a series of small parts linked together with a common theme. Effective structuring of the presentation will ensure that the audience stays switched on.

## Audience Analysis and Objective Settings

- checklists to help analyze different sorts of audience
- choosing applicable assessing materials and sources
- how to set realistic and achievable objectives for a presentation

## Structuring a Presentation (i)

- the importance of attention-getting openings
- suggestions on how to get started
- the law of primacy – focusing on your audience through your topic
- testing content
- formulating key points

## Structuring a Presentation (ii)

- closing the talk
- law of recency
- the question and answer session: handling the unexpected and shutting down critics

## Key Ways to Introduce Variety

- structuring the main body
- use of humor
- anecdotes, comparisons and analogies
- sign-posting and mini summaries
- how to link effectively

## Use of Notes

- evaluating the advantages and disadvantages of alternative options
- how to use notes effectively
- the negative effect of using visual aids as a prompt
- what to avoid and how to move towards extemporaneous speech

## Generating Eye-catching Visuals

Far too many speakers think of the visuals as the presentation. In fact the best visual aid is of course the speaker themselves. Used appropriately visuals can add impact to a presentation and help the connection process with the audience.

## Why Should Visuals be Used?

- the objective of a visual
- when should they not be used
- what options are available

# PROGRAM CONTENT

## Generating Visually

- design points for exciting visuals
- the do's and don'ts of visual design

## Handling Visuals

- handling strategy
- using a ppt instead of it using you
- how to re-focus the audience
- visuals used as a guide for your audience

## Handling the Discussion Period

Many presentations fall apart simply because the speaker has not managed the question and answer session effectively.

Exciting presentations should produce lively discussion sessions. We need to know how to manage them.

## Different Types of Questions

- do's and don'ts
- understanding the motivation behind questioners' behavior
- encouraging questions and using the audience to reinforce your message

## Handling Strategies

- neutralizing aggressive people
- managing the awkward kind of questioner
- handling multiple questions
- how to cope if you do not know the answer
- how to manage questions when they occur during the presentation

## Making the Emotional Connection

This session is often what differentiates the boring from the charismatic speaker. It is the person who perceives the presentation as a conversation, a relationship-building

opportunity. The charismatic speaker appreciates the importance and power of getting through and not just giving out information. This session examines those secret ingredients for moving and motivating and audience.

- the inside influence: how our beliefs, values, attitudes and opinions impact on our behavior and communication
- Values Driven Communication – how to connect emotionally with a group of people
- the components of charisma

## Course leader

**Dr. Troy Wiwczaroski is a native of Texas and received his Master's and PhD degrees from Washington University in St. Louis, one of the top 10 universities in the United States.**



**Dr. Wiwczaroski is an Associate Professor at Debrecen University, where he has been teaching since 1995. Specializing in public speaking, negotiation/conflict management and communication training in English and German, Dr. Wiwczaroski's teaching and research include a focus on the skills-based professional development of his students, who come from many branches of the university. His students have gone on to work in management, academia and responsible ministerial and administrative positions throughout Hungary, Europe and the world.**

# REGISTRATION FORM

Adult education registration number: 00206-2012  
Accredited registration number: AL-2748

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Position \_\_\_\_\_  
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## Booking contact person:

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## Substantial Person<sup>3</sup>:

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