

“Making Effective Business Presentations”

Are business presentations in English making you uncomfortable?

Making business presentations with great impact to foreign executives or overseas partners is an essential skill for many Korean professionals. However, it is often challenging for them to deliver a brief message with logical flow, while projecting a sense of confidence.

Our experience working with Korean professionals shows that most difficulties making presentations are not related to English proficiency. This seminar is therefore intended for Koreans with intermediate to advanced English skills, who wish to gain more advanced presentation skills.

What is unique about this seminar?

This seminar is offered in two training formats: with or without presentation practice.

Participants have the option to register only for Day One (5-hours) or, in addition for Day Two (8-hours).

On Day One (Thursday, July 5 for 5-hours), participants learn practical concepts and tips to gain effective presentation skills through a seminar.

On Day Two (Friday July 13 for 8-hours), each participant having enrolled makes an on-camera presentation, followed by full evaluation by the instructor and concrete recommendations for improvement.

Benefits of this Seminar

- Learn how to make your slides simpler and more impactful for your audience
- Learn how to adapt your presentation’s message to the audience needs and expectations.
- Learn how to craft your presentation’s core message from your introduction to your closing statements with a clear logical flow, for deeper impact.
- Learn how to make a powerful closing with a clear call to action for your audience
- Learn practical tips to overcome your anxiety of public speaking in English for a non-Korean audience
- Learn how to project greater confidence through proper body language, gestures and diction.
- Learn how to present and support your arguments and statements with data and facts;
- Learn key English words and formulas to use for accuracy and stronger effects.

The key added benefits for participants to take part in Day Two are:

- Capitalizing on a very practical learning approach, by rehearsing and applying new notions in their presentation and later assessing their improvements by viewing their delivery on video;
- Receiving detailed and objectives feedback from the instructor, with suggestions for improvement;
- Achieving a higher level of confidence in front of a small audience;

Program

DAY ONE: KEY NOTIONS ABOUT BUSINESS PRESENTATIONS (5-hours)

Module I: Tips for Simplifying Your Slides

- Minimizing the amount of content to catch your audience's attention
- Using practical techniques resources to make your slides more impactful

Module II: Preparation Stage: Knowing your Audience and Sharpening your Message

- Knowing and connecting closely with your audience by putting the focus on them;
- Viewing a presentation structure from 10,000 meters;
- Crafting your presentation: Identifying your end-goal and developing a logical sequence
- Five steps to build a compelling presentation, from introduction to the conclusion;

Module III: Practical Aspects of Public Speaking

- 12 tips for overcoming your fear of public speaking
- Fine-tuning your body language: What facial expressions, gestures, voice and movements around the room to use to project greater confidence;
- Using (or avoiding) specific words and formulas in English for clarity and accuracy
- Adapting your presentation style for non-Korean audiences;

Module IV: Delivering an Effective Presentation

- How to open a presentation (and how not to) and how to close a presentation (and how not to);
- Using clear arguments, reasoning or data to present and support conclusions;
- Presenting to senior management and presenting financial results and numbers
- Keeping the audience's attention throughout your presentation
- Answering questions from the audience

DAY TWO (optional): PRESENTATIONS DELIVERY BY PARTICIPANTS & REVIEW (8-hours)

Following Day One, participants who have registered reconvene for a second day of training to:

- Make an on-camera presentation, by incorporating the skills and notions they have just gained.
- Receive a full review and feedback by the instructor, with emphasis on strong points and areas of improvements.

Each participant receives a transcript of their evaluation and presentation video a few days later.

Target Audience

- Korean managers who make business presentations to local expats or visiting executives from HQ;
- Korean staff and managers responsible for overseas business development.

Seminar Duration: Offered in 2 formats:

- Day One: 5 hours (seminar)
- Day One + Day Two: 5-hours (seminar) + 8-hours (presentation practice)

Material Provided

- On Day One, each participant receives a full accompanying training workbook for future private study.

Dates: Day One (basic): Thursday, July 5 (1pm to 6pm)
Day Two (optional): Friday, July 13 (9am to 6pm)

Fees: Day One only (basic): KRW 250,000
Day One + Day Two: KRW 600,000 (*Day Two is limited to 8 participants)