

## 2½-DAY AGENDA

### ))) Day 1

1:00 p.m.

#### **The Exceptional Presenter**

- The Art of Presenting
- What Makes an Exceptional Presenter
- Why People are Such Bad Presenters
- How to Own the Room
- How to Make Your Presentations Count
- Rate Yourself as a Presenter
- Simple, Compelling, Thematic and Transferable

1:30 p.m.

#### **The Three Rules**

- Rule 1: Tell the Truth
- Rule 2: Tell it With a Story
- Rule 3: Tell the Story With Pictures

1:45 p.m.

#### **The Communication Process / How Everyone Can Make Extraordinary Presentations**

- Why We Present
- Writing vs. Speaking
- Types of Presentations
  - Keynote
  - Seminar / Workshop
  - Panel Discussion
  - Report
  - Sales Pitch
  - Plan Presentation
  - Motivational or Inspirational Speech
  - Webinars / Audio Conference / Video Conference
- Why Good Presentation Skills Are Critical
- Telephone Presentations
- Classic Presentations
  - Persuasive Presentations
  - Monroe's Motivated Sequence
  - One-sided vs. Two-Sided Messages
  - Dramatic or Emotional Appeals
  - Fear Appeals
  - Messages of Hope – Mr. Obama's Wild Ride

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