



Effective Presentations

Business Presentation Skills Training for Metalforming Industry Professionals

Workshop Objectives

Effective Presentations™ is a 2-day business presentation skills training program specifically designed for industry professionals who want to communicate their ideas, recommendations, services and products more clearly and forcibly.

In the course, you will learn how to capture customer attention, get your point across and feel comfortable while presenting.

By the end of the two days, you will be able to:

- Quickly determine appropriate information to include in your talk.
- Structure the talk in a way that gets your message across clearly and convincingly.
- Communicate essential information in a logical, easy to understand manner.
- Ensure that your presentation meets the needs of the audience.
- Look and feel natural, confident, professional and appealing.
- Design powerful visual aids and use them effectively.

Workshop Focus

The workshop focuses on the content and structure of a talk. Effective Presentations teaches concrete, practical techniques and provides lots of time to practice each competency. Effective Presentations is not a public speaking course!

Throughout the program, participants work on a job-specific presentation of their choice and learn the following:

Prepare a talk

- How to determine the focus of the presentation.
- How to decide on the information to include.
- How to structure a talk so that it keeps the audience interested and engaged.

Deliver a talk

- How to get and keep audience attention and interest.
- How to remember what to say and when to say it without using notes.
- How to keep on topic and not ramble.
- How to look natural, expressive and professional.

Design and use visual aids

- What to include on visual aids.
- How to layout effective visual aids.
- How to use and present visual aids.

Call PMAEF for
information
216-901-8800

Serving the industry that creates precision metal products using stamping, fabricating and other value-added processes.



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Features & Benefits

Gets lot of practice

- Five stand-up presentations in front of the entire group with feedback.
- Two-thirds of the program is devoted to practice and application.

Look and feel comfortable

- Everyone is encouraged to be himself/herself—no artificial or “canned” gestures are ever used
- Techniques bring out your natural, hidden expressiveness, so you will never look or feel phony.

Focus your talk

- A structuring “road map” (or invisible temple) ensures that every presentation stays focused (to the point) and is presented in clear, audience-oriented terms.
- Visual aid design techniques ensure that every visual instantly communicates a precise message in simple and beneficial terms.
- Visual aid design techniques allow presenters to stay focused and cover all important information and data without ever using notes.

Learn practical skills

- Everything is totally focused on a “business” type of presentation.
 - Covers both technical and non-technical presentations.
- All practice presentations use an actual topic of the participant’s choice.
- Clear tangible “how to” steps and real world examples are provided for every concept.

Get individualized feedback and encouragement

- Every presentation is video-taped, critiqued and then reviewed privately.
- Instructor provides individual feedback during one-on-one reviews of video-taped sessions.

Workshop and Take Home Materials

Participant Workbooks: All participants receive a professionally bound Effective Presentations (“how to”) workbook containing learning guides, special templates, worksheets, illustrations, examples and helpful hints to communicate effectively.

Video-Tape: All presentations are video-taped. Participants take their video tape home at the completion of the program.

Structuring Template: Materials include a pull-out template that serves as both a guide for ensuring that talk is properly structured and a job aid that identifies the “how to” of each part of an effective presentation.

Who Should Attend:

- Customer Service Representatives
- Sales & Marketing Personnel
- CEO’s and Company Presidents
- Plant Mangers
- Cost Estimators and Accountants
- Purchasing Personnel and Tool Buyers
- Human Resource Managers
- Engineers and Designers
- Training & Production Mangers
- Trainers and Recruiters
- Shop Floor Team Leaders
- Hourly Employees working in a team-based environment
- Suppliers and Vendors

Small Class Size—Because this two-day workshop is intensive and “hands-on,” attendance is limited to 10 people per session. No pre-work is required

Effective Communications is licensed through the Commtec Communications Group, Toronto, Canada

About the Instructor

Bruce Broman, Program Director for PMA’s Education Foundation, has directed numerous high profile projects dealing with industrial skill standards, employee selection and advancement systems, certification and curriculum design, structured on-the-job training, and employee involvement management systems. Bruce has been a licensed Effective Presentations instructor for over three years and has taught the program nationally for Bell Labs and Nortel-Nortel Networks (formally Northern Telecom).

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Precision Metalforming Association has been reviewed and approved as a Certified Provider of continuing education and training programs by the International Association for Continuing Education and Training. Attendees will receive 1.3 CEU's for this program.