



## 持續教育學院

### School of Continuing Studies

# **Effective Presentation Skills Made Simple -** **how to present with clarity and impact using the Pyramid Approach** **(有效的簡報技巧—運用金字塔法則讓您的簡報更清晰有力)**

#### Course Introduction 課程簡介

Delivering an effective presentation can be the differentiator that provides the competitive edge for you. High impact presentations are well remembered. This program attempts to demystify the stress and nerves surrounding a presentation. The intent is to provide a structured methodology for participants to prepare and deliver an effective, high impact presentation that meets the objectives and brings results.

Specific guidelines for preparing presentation and practice sessions will be provided with feedback from co-participants and the Program Coach.

#### Course Outline 課程大綱

##### Defining Presentation

- What Is It and What It Is Not
- Common Issues and Mistakes
- Methodology for Preparing and Delivering Presentation

##### Presentation Performance

- Presentation Behaviours, nervousness and how to overcome it
- Moving Well –Body Language and Self Control
- Use of Words, Pitch, Voice and Tone
- Personal Style
- Setting the Mood and Gearing Up Psychologically
- How to Make Delivery that Creates Interests and Clarity
- Getting Your Message Across
- How to Use Visual Aids
- Right Ways and Wrong Ways to Use Notes
- The Use of Pause
- Observe and Read Your Audience While Presenting
- Handling Questions –Thinking Under Pressure
- Handling Difficult Situations and Issues

##### Presentation Planning and Preparation

- Research Your Audience
- Determine Objectives, Creating a Theme
- Working to a Presentation Format –The Pyramid Model
- Questions to Be Considered
- Creating Visual Aids
- Logistics and Preparing the Venue
- Rehearsing Presentation Styles –Practice Makes Perfect

##### Presentation Evaluation and Feedback

- A Checklist for Evaluating Effectiveness of Presentation
- Co-Participant Feedback
- Program Instructor Summary and Feedback



#### Learning Objectives 教學目標

At the end of the workshop, participants will be able to:

- Use a structured presentation methodology (Pyramid Method) to prepare presentation material and effective visual aids
- Determine and develop personal presentation style
- Find ways to overcome nervousness for presentation
- Recognize presentation weak spots and areas for improvement
- Learn, practice and acquire the skills necessary to deliver effective, presentation with clarity and impact

**Target Audience 對象** Marketing and Sales Professional, All Managers, Supervisors, Technical Staff, Executives and Frontline Staff whose job require them make presentation frequently –either internally or externally 市場及銷售專才，所有經理，主管、技術人員、行政人員及不論是在內或外工作上需要時常發言的前線工作人員。

#### Instructor 導師簡介

Weelan HO 何慧蘭 小姐  
Principal and Director of PGA Consulting Limited  
Director of Ascent Global Services Pty Ltd (Australia)  
Accredited Myers-Briggs Facilitator  
Certified Trainer

**About Weelan Ho**

Weelan graduated from the University of London with BSc (Econ), and a Master degree in Business Analysis with the University of Lancaster in England. She has always worked internationally, bringing with her 20+years of experience helping clients improve organisational productivity, efficiency, quality, service and bottom-line results through consulting, training, coaching and organisation development

Weelan works closely with all levels of management as they are the pillars of the organisation. Her in-depth knowledge of operations, processes, human performance, and behaviours makes her uniquely suitable to be a good coach and effective facilitator.

Currently, as the Principal for PGA Consulting Limited, she works with a variety of clients including multinationals, SMEs, family-owned enterprises (FOE) across Asia Pacific in multiple industries, as well as collaborating with institutes such as the Hong Kong Management Association, in addition to conducting open training programs for PGA Consulting Limited.

Weelan writes articles relating to leadership, change management, talent management, customer service, learning and personal development that are published in T/Dialogue and E-news for the Hong Kong Institute of Accredited Accounting Technicians (HKIAAT). She reads, writes and speaks a few languages including English, Cantonese, Putonghua and the Malay Language in addition to speaking other Chinese dialects.

**Medium of Instruction 授課語言** English and Supplemented with Cantonese and Putonghua depending on the needs, requirements and preference of the participants. Course material will be in English unless specifically requested for customized in-house training.

**Venue 上課地點** Alameda Dr. Carlos D Assumpção 335-341, Hotline Centre, 10/F, Macau  
澳門新口岸宋玉生廣場 335-341 號獲多利中心 10 樓

**Course date & time 上課日期**

24 Aug, 2013	Sat 09:30 to 18:00	(Total hrs: 7.5)
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**Tuition Fee 課程費用** MOP 2,200 **Class Size 收生名額** 15 people

All fees are non-refundable and non-transferable. (The school has full right to withdraw any course anytime). Therefore, student is advised to consider carefully about the course time and personal situations before application. 所有費用一經繳交，恕不退還或轉讓（本院取消開辦該課程除外）。因此，報讀者於報名前，請考慮清楚上課時間及視乎個人具體情況而決定報讀與否。

**Enquiries 查詢** Tel: 8796 1999 / 8796 1998 Email: [scs@must.edu.mo](mailto:scs@must.edu.mo)  
Website: <http://www.must.edu.mo/scs-tw/admission/diploma-certificate-programs/news>

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