



## 實用演說技巧課程

### Effective Presentation Skills

#### 課程簡介 Course Introduction

透過此課程，大家可以提升自信心來發表演說，有效克服緊張的心情，在大小不同場合中給觀眾留下深刻的印象。不論是在日常的業務陳述或商務會議上，與客戶或同事討論議題時都能表現出色，充滿自信及具說服力。透過溝通演說練習能有效提升技巧，即使是行為安靜害羞的人也可以變得充滿自信，找到屬於“自己的聲音”。擁有出色的表達技巧是成功路上必備的技能。



This presentation workshop will address the factors that affect how confidently the presenter delivering any presentation. It offers simple, easy to practice tools to help participant cope with nerves, get one's message across memorably for the best impact and present to audiences of varied sizes. Being well presented in the workplace – in a presentation, in a meeting, during a discussion with colleague or client is essential. Presentation and public speaking skills are “learnt” skills – by working on these skills, the quiet and shy person can learn to present with confidence and evidentially “find their voice”. Success rides on the presentation outshining the competition.

#### 教學目標 Objectives

透過課堂學習、討論、模擬練習、個案分析和角色扮演等，讓參加者掌握專業演說技巧，增強說服力。

- 學到專業演說的三個主要步驟
- 企劃清晰的主題和內容結構以吸引聽眾
- 利用視覺上的輔助工具，實際環境因素和充足的排練，為演說做好準備
- 通過練習，應用與演說有關的工具和技巧
- 有效克服緊張情緒
- 自信和專業地應付聽眾的提問
- 運用有效的姿勢，手勢和面部表情增強演說效果
- Learn the three key stages required for a professional presentation
- Create a clear presentation objectives and content structure that capture audiences' interest
- Prepare the presentation, including visual aids, physical environment and rehearsal, for effective delivery
- Develop and deliver effective postures, gestures and facial expressions in presentations
- Learn the techniques to overcome stage nervousness
- Handle questions and answers in a confident and professional manner
- Acquire necessary knowledge and skills to deliver a professional presentation

## 課程大綱 Course Outlines

<ol style="list-style-type: none"><li>1. 演說的三個步驟<ul style="list-style-type: none"><li>- 計劃 / 籌備 / 發表</li></ul></li><li>2. 定義主題<ul style="list-style-type: none"><li>- 清晰的主題設定 / 行為動詞，關鍵字和理想成果法</li></ul></li><li>3. 分析觀眾<ul style="list-style-type: none"><li>- 了解觀眾的背景 / 5W 1H 的問題技巧</li></ul></li><li>4. 組織演說內容<ul style="list-style-type: none"><li>- 開場白 / 演說主體 / 總結</li></ul></li><li>5. 視覺上的輔助<ul style="list-style-type: none"><li>- PowerPoint 幻燈片 / 圖表和圖片</li></ul></li></ol> <ol style="list-style-type: none"><li>1. Three stages in a presentation<ul style="list-style-type: none"><li>- Planning / Preparation / Delivery</li></ul></li><li>2. Define the objectives<ul style="list-style-type: none"><li>- Clear and specific objective setting</li><li>- Action verbs, key points and desirable outcomes</li></ul></li><li>3. Analyze the audience<ul style="list-style-type: none"><li>- Research on the audiences' background</li><li>- 5W 1H Questioning Techniques</li></ul></li><li>4. Organize the contents<ul style="list-style-type: none"><li>- Opening / Body / Conclusion</li></ul></li><li>5. Visual aids<ul style="list-style-type: none"><li>- PowerPoint Slides / Charts and Pictures</li></ul></li></ol>	<ol style="list-style-type: none"><li>6. 實際環境因素<ul style="list-style-type: none"><li>- 燈光和音響效果 / 房間佈置安排</li></ul></li><li>7. 綵排<ul style="list-style-type: none"><li>- 實際綵排與腦中預演的提示</li></ul></li><li>8. 發表演說<ul style="list-style-type: none"><li>- 儀容 / 面部表情 / 身體語言</li></ul></li><li>9. 克服緊張情緒<ul style="list-style-type: none"><li>- 克服講台上緊張情緒的技巧</li></ul></li><li>10. 應付聽眾提問環節<ul style="list-style-type: none"><li>- 提問環節的應答技巧</li></ul></li></ol> <ol style="list-style-type: none"><li>6. Physical environment<ul style="list-style-type: none"><li>- Lighting and audio visual effects / Room set up</li></ul></li><li>7. Rehearsal<ul style="list-style-type: none"><li>- The importance of rehearsals</li><li>- Tips for physically and mentally rehearsal</li></ul></li><li>8. Delivery<ul style="list-style-type: none"><li>- Wining tips for grooming</li><li>- Facial expression / Body gesture</li></ul></li><li>9. Overcome stage nervousness<ul style="list-style-type: none"><li>- Techniques to overcome stage nervousness</li></ul></li><li>10. How to handle question and answer session<ul style="list-style-type: none"><li>- Question and answer handling techniques</li></ul></li></ol>
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## 教學對象 Target Audience

需要面對客戶和人群講解演示的前線工作人員，行政人員及銷售人員或任何對本課程感興趣的人士  
Frontline staff and executives who need to speak in front of groups, sales people and clients or anyone who are interested in this course.

## 導師 Instructor

具相關專業資格及行業經驗的導師

Instructors with relevant professional qualifications and industry experience

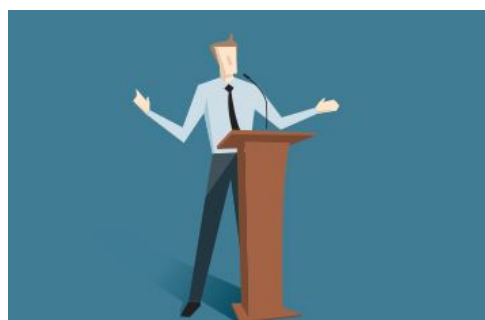
## 授課語言 Medium of Instruction

廣東話 Cantonese (輔以中文或英文教材 Materials in English or Chinese)

## 報名地點 Venue for Enrollment

澳門氹仔偉龍馬路澳門科技大學 O 座二樓 O204 室

O204, 2/F Block O, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau



### 上課地點 Venue for Class

澳門氹仔偉龍馬路澳門科技大學（確實地點將於確認開課時以手機短訊通知）

Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau

### 上課日期 Course Date & Time

課程編號 Course code : 1710260444-0	9 & 16 June 2018	週六 Sat 10:00-13:00; 14:00-18:00	總課時 14 小時 Total 14 hours
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課程費用 Tuition Fee MOP 3,080

收生名額 Class Size 10 people

### \* 報名注意事項 Enrollment Notes \*

報名時間：星期一至五(9:00 - 20:00)、星期六(9:00 - 13:00) [公眾假期除外]

Operation hours: Monday to Friday (9:00 – 20:00) ; Saturday (9:00 - 13:00) [Close at Public Holidays]

1. 首次報讀本院短期課程者，請先登入網上報名系統（網址：<https://coes-stud.scs.must.edu.mo/oasc/PersonalInfo.do>）或掃描以下的 QR Code，選擇 **<新聞學和信息>** 類別，預先登記個人資料（不需上傳身份證），填妥資料後，帶備身份證正、副本至本院辦理報名。

For those who enroll for our courses for the first time, please go to <https://coes-stud.scs.must.edu.mo/oasc/PersonalInfo.do> or scan the QR Code below, choose the category of **<Journalism & Information>**, and input personal information (no need to upload ID copy). After registration online successfully, please come to our school to make payment. You should bring along with your ID card and copy.

2. 報讀者可以現金/本票或劃線支票（抬頭請寫“澳門科技大學持續教育學院”或“SCHOOL OF CONTINUING STUDIES MACAU UNIV. OF SCIENCE AND TECHNOLOGY”）繳付學費及材料費，**現金收費上限為澳門幣/港幣 5,000 元**。  
Tuition fee and materials fee (if any) should be paid by cash or by cheque/Cashier Order (Please make payable to “SCHOOL OF CONTINUING STUDIES MACAU UNIV. OF SCIENCE AND TECHNOLOGY”). **Cash is accepted for payment of not more than MOP5,000.**
3. 所有費用一經繳交，恕不退還（本院取消開辦該課程除外）或轉讓。  
All payment made is not refundable (except that the course is cancelled by the School) or transferable.
4. 如課程報名人數不足，本院保留課程取消或延期的權利。  
The School reserves the right to cancel or postpone the courses if minimum class size is not reached.



查詢 Enquiries Tel: 8796 1998 Email: [scs@must.edu.mo](mailto:scs@must.edu.mo)

Website: <http://www.must.edu.mo/scs/diploma-certificate-programs>

- 持續教育學院致力開拓終身學習機會，如欲收到本學院之課程資料，可發電郵至 [scs@must.edu.mo](mailto:scs@must.edu.mo)，並提供閣下之電郵地址，標題主旨為“加入通知群組”。  
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We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.