

語文

Languages



Effective Presentation Skills for Executives (英籍導師教授)

SC-2003-11

Course Objectives

This course will introduce and demonstrate a method of preparing / writing reports and preparing / delivering presentations that will increase the effectiveness and efficiency of staff in the Strategic Development Department resulting in better reports and presentations with less effort and considerably less stress.

Who Should Attend

Executives and professionals who need to conduct presentations to the public, the board of directors, etc.

Course Duration

12 hrs

Course Contents

Presenting the Report

- Reading vs. Listening - the differences
- What these mean for the presenter
- The vital first 30 seconds

Participants' Presentations

Participants give presentations on one aspect of the communication model and how it affects their work.

Reviewing the Communication Model

- Credibility as a speaker
- What ideas should be presented
- Encoding to help Decoding
- Transmission
 - Paralanguage
 - Eye contact
 - Body language
- Audience characteristics
- Response from the audience

Preparing Your Presentation

- Structuring your presentation
- Importance of process language
- Visual aids - why and what
- Handouts - pluses and minuses

Impromptu Presentation Exercise

Designing Effective Visual Aids

Preparing to Present

- Speaking notes
- Rehearsal
- Logistics

Dealing With Questions

- Benefits of questions
- Types of questions
- Problematic questions

Participants Presentations

Rehearsal of Presentations I

Rehearsal of Presentations II

Participants Presentations

Where Now?

- Review of participants performance
- Applying the knowledge
- Practicing the skills
- Resources for progress
- Course appraisal

Venue	9/F, VTC Tower, 27 Wood Road, Wanchai, HK		
Schedule	20-23 Feb 2012 Monday to Thursday 6:30pm-9:30pm (Total 4 sessions 12 hours)	Medium of Instruction	English
Fee	HK\$1,680	Enquiry	Ms. Christina Lai (2836 1833) Mr. Ocean Sung (2836 1205)
Website	www.peak.edu.hk		

Trainer

Native English Teacher with Degree level and over 5 years' teaching experience.

Effective Writing Skills for Executives (英籍導師教授)

LA-0047

Approach & Course Objectives

There is much more to writing than sitting down at a computer and banging on the keyboard - that should be the end of the process, not the beginning. Like an iceberg, most of good writing is "below the surface". This course will introduce and embed a process of writing that will allow you to write effectively with minimum fuss, time and resources.

The workshop-based approach with follow up sessions encourages improvements in individual skills and embeds new habits over time.

Who Should Attend

Executives who need to produce effective writing - quickly, on time with minimal rewriting.

Course Duration

12 hrs

Course Contents

Session 1

The Three Levels of Writing

- Macro, mid-level and micro-structure

The Three Key Elements in Writing

A review of the writing process emphasizing:

- The Writing Objective
- Your Audience
- Your Message
 - Clear, organized with appropriate tone and audience benefit

Group and Individual Exercises

Session 2

The Seven Steps Writing Process

- Refining the writing objective
- Generating ideas
- Selecting ideas
- Organizing ideas into an outline
- Drafting - the start of "writing"
- Editing
- Proofreading

Group and Individual Exercises

Session 3

Paragraphs and Sentences

- Paragraphing - The Bones of Writing
 - Unity of topic
 - Structure and topic sentences
- Writing dynamic sentences
 - Delete Unnecessary Repetition
 - Use Parallel Structure
 - Put Action in Verbs
 - Prefer Active Voice
 - Omit Needless Words

Proofreading

- A Three-Step Process

Group and Individual Exercises

Session 4

Workshop - Putting it All Together

Review of Assignments and Workshop

Continuous Improvement

- Working with templates
- Improving individual micro-level weaknesses

Venue	9/F, VTC Tower, 27 Wood Road, Wanchai, HK		
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