

## PRESENTING MAGICALLY

2 Days

Virtual | Blended | Online | Classroom

*(Credits gained towards a Further Education and Training Certificate: Marketing, NQF 4)*

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### 1. UNIT STANDARD

#### Accommodate Audience & Context Needs in Oral/Signed Communication

Unit Standard: 119472

NQF Level: 3

Credits: 5

#### Make Oral Presentations

Unit Standard: 242840

NQF Level: 4

Credits: 2

### 2. PROGRAMME OVERVIEW

Presentations are everywhere. From TED Talks, to keynotes at conventions, to lecture halls, to that team meeting you had last week, presentations are woven into the fabric of the 21<sup>st</sup> Century experience. We've all had to sit through bad presentations, and we've all sat in captivated silence at superb ones. With all that in mind, it should be self-evident that the skills required to elevate a presentation from mundane to magical are skills worth having.

Whether you are a newcomer or seasoned professional, our **Presenting Magically** course will provide you with powerful tips and techniques that will transform your presenting skills. This course is based on extracts from the book "Presenting Magically", co-written by Tad James and David Shepherd, both of whom are masterful presenters.

### 3. LEARNING OUTCOMES

At the end of the **Presenting Magically** course, delegates will be able to:

- Adopt the beliefs and attitudes of master presenters, connect effectively with their audience.
- Become calm, balanced and centered, and handle hecklers.
- Structure their language for optimum effect and use gesture to access the unconscious mind of the viewer.
- Use and "own" the stage, to grab the audience's attention and keep it.
- Structure presentations that fit everyone's learning style

***Growing People...Building Talent...Creating Leaders***

***Accreditation and Certifications***

*Microsoft, CompTIA, Certiport, Pearson Vue, CertNexus, ICDL, IMM,  
MICT, MerSeta, BankSeta, ICB (Fasset), W&R, ETDP, Services Seta, LGSeta & Growing...*

## 4. TARGET AUDIENCE

**Presenting Magically** is designed for business people who communicate regularly with others, who want to increase their presentation presence by adapting their style and language to the requirements of different situations, who want the ability to speak confidently and articulate their purpose and reason for communicating, and who want to identify the assumptions and inferences implicit in what people say and how they say it.

## 5. OUTLINE

Module 1: Introduction	Module 2: Interacting successfully with the audience
<p>5 Minute presentation / discussion / feedback Self-evaluation Criteria for a successful presentation Exercise Beliefs of master communicators The areas of impact in general communication</p>	<p>Being yourself – overcoming nervous energy Beliefs audit The Trainer State Energy and using space Rapport The 5 senses and your language Audience analysis Objective setting</p>
Module 3: Presentation Situations	Module 4: Strategies to capture and retain audience interest
<p>Presenting to a Group Managing group discussions Handling Challengers</p>	<p>The 4MAT System and presentation structure Audio-Visual aids Continuity and interaction Voice tonality, pace and pitch Taking control of breath Hand gestures – 5 non-verbal patterns of communication</p>
Module 5: Action Plan	
<p>Agenda for a 30-min Presentation Presentation – Assessment</p>	

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## 6. TRAINING METHODOLOGY

All training interventions can be facilitated via Online, Virtual Instructor-Led Training, Face-to-Face, or through a Custom Blended approach.

This state-of-the-art Skills Programme is designed to run at a high level of participation and interaction, where delegates are involved in role-plays, rating exercises and case studies. Video clips are used for understanding and integration. Upon completion, a report will be provided which will include the facilitator's feedback on the delegates' performance and identifying areas for further development.

## 7. THE NEXT STEP

*On successful completion of a formal Portfolio of Evidence (PoE) credits are gained towards the following qualification:*

**Further Education and Training Certificate: Marketing NQF 4**

You might also be interested in the following courses. Click on the course name to learn more.

Mastering Influencing Skills

Customer Relationship Management  
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