



## إتقان العرض التقديمي والخطابة: ورشة عمل للمهارات المتقدمة



**AGILE LEADERS**  
Training Center

23 - 27 Feb 2027

روما

## إتقان العرض التقديمي والخطابة: ورشة عمل للمهارات المتقدمة

المراجع: 36182\_14414 التاريخ: 23 - 27 Feb 2027 الموقع: روما الرسوم: Euro 5700

### Course Overview:

Embark on an enlightening path with "Mastering the Art of Persuasion: Enhancing Your Presentation Skills," a specialized course tailored for individuals aiming to excel in the art of communication. This course is meticulously designed to refine your presentation skills, blending the essence of assertiveness with the art of persuasive communication. Acknowledging the pivotal role of presentation skills in professional success, we delve deep into various presentation techniques and their strategic application in leadership roles. With a strong focus on communication and presentation skills, participants will discover innovative ways to elevate their public speaking and engagement capabilities, significantly boosting their influence and effectiveness in any business setting.

### Target Audience:

- Corporate Executives and Team Leaders
- Sales and Marketing Professionals
- Educational and Training Coordinators
- Business Consultants
- Anyone aspiring to enhance their presentation skills

### Targeted Organizational Departments:

- Sales and Marketing
- Corporate Training and Development
- Human Resources
- Leadership and Strategy
- Customer Relations and Public Affairs

### Targeted Industries:

- Technology and Software Services
- Education and Training
- Healthcare and Pharmaceutical
- Retail and Consumer Goods
- Media and Communication

## Course Offerings:

- Mastering the fundamentals of effective presentation skills
- Techniques for crafting and delivering compelling presentations
- Strategies for enhancing soft skills in presentations
- Advanced presentation skills for seasoned speakers
- The role of presentation skills in successful leadership

## Training Methodology:

This course employs a dynamic blend of instructional presentations, interactive workshops, real-world case studies, and group activities, all designed to foster a comprehensive and engaging learning environment. Participants will be encouraged to engage in various presentation scenarios, receiving constructive feedback to fine-tune their skills.

Our approach emphasizes practical application, ensuring that attendees not only understand the theoretical aspects of presentation skills but also gain confidence and proficiency in their practical application. Join us to transform your communicative approach, captivate your audience, and lead with conviction and charisma.

## Course Toolbox:

- Gamification Software.
- Presentation and Templates.
- Handouts and reading material.

## Course Agenda:

### Day 1: Understanding The Basics

- Berlo's Communication Model and Presentations
- Topic 1: Studying The Audience and Classifying Them.
- Topic 2: Studying the Message AIDA & other Approaches.
- Topic 3: Reflect on the Impact of Basic Communication Skills on the Presentation
- Reflection & Review:

### Day 2: Focusing On The Presenter

- Overcoming Glossophobia Techniques.
- Topic 1: Mastering Your Tone of Voice.
- Topic 2: Mastering your Body Language
- Topic 3: Reflect on the Impact of The Presenter on the Presentation
- Reflection & Review:

### Day 3: Focusing On The Design and Content

- The Rules of the Presentation Content. Topic 1: •
- Prezi Vs. Ms PP Vs. Google Slides. Topic 2: •
- Mental Maps for Designing your Presentation. Topic 3: •
- Colors Theory and General Rules. Topic 4: •
- Workshops and Applications. Reflection & Review: •

### Day 4: Different Techniques to Attract Audience 1

- Story Telling and Public Speaking. Topic 1: •
- Story Boarding and Creating A Story our of your topic. Topic 2: •
- Workshops and Applications. Reflection & Review: •

### Day 5: Different Techniques to Attract Audience 2

- Gamification Techniques and Tools. Topic 1: •
- Menti Meter and Interactive Polls. Topic 2: •
- Workshops and Applications. Reflection & Review: •

## How This Course is Different from Other Public Speaking Courses:

Unlike many courses that offer a one-size-fits-all approach, this course is **Structured Progressive Learning**: .1 meticulously structured into five progressive days, each focusing on a different aspect of presentation skills. From understanding the basics of communication to mastering audience engagement techniques, the course ensures a comprehensive learning curve.

Day 1 dives deep into Berlo's Communication Model, a unique feature not **In-Depth Communication Models**: .2 commonly found in standard public speaking courses. This model provides a foundational understanding of the communication process, enhancing the effectiveness of your presentations.

The course emphasizes the importance of audience analysis with a **Personalized Audience Analysis**: .3 dedicated section on studying and classifying the audience. This approach ensures that participants can tailor their presentations to the specific needs and preferences of their audience, making their communication more impactful.

Recognizing that fear of public speaking is a major barrier for many, the course **Overcoming Glossophobia**: .4 includes targeted techniques to overcome glossophobia. This focus on building confidence is crucial for anyone looking to improve their presentation skills.

From choosing the right presentation tool to understanding color theory, **Comprehensive Content Design**: .5 Day 3 offers an exhaustive look into designing compelling content. This day ensures that participants are well-versed in the technical as well as the aesthetic aspects of presentation design.

The course goes beyond basic presentation skills by introducing **Advanced Engagement Strategies**: .6 advanced audience engagement strategies like storytelling, gamification, and interactive polls. These techniques are particularly effective in maintaining audience interest and making presentations more memorable.

Each day concludes with a reflection and review session, including workshops and **Hands-On Workshops: .7** practical applications. This hands-on approach ensures that participants can immediately practice and implement what they've learned, solidifying their skills more effectively.

While many courses focus solely on the soft skills of public speaking, **Focus on Both Soft and Hard Skills: .8** this course provides a balanced emphasis on both the soft skills like overcoming fear and body language mastery and the hard skills like mastering presentation tools and design principles.

The course provides a comparative study of different presentation tools such as **Diverse Presentation Tools: .9** Prezi, Microsoft PowerPoint, and Google Slides. This knowledge allows participants to choose and utilize the best tool for their specific needs, a choice often glossed over in other courses.

The course is designed not just for immediate learning but for continuous **Continuous Improvement: .10** improvement. With each day building on the previous one and a variety of topics covered, participants are equipped with a broad set of skills and strategies to keep improving their presentations long after the course ends.

In summary, this course stands out by offering a structured, comprehensive, and interactive approach to mastering presentation skills, ensuring that participants are equipped to deliver compelling, effective, and engaging presentations in any setting.

## فئات الدورات التدريبية

|                                                    |                                                     |
|----------------------------------------------------|-----------------------------------------------------|
| الدورات التدريبية في مجال البيئة والاستدامة        | دورات إدارة الجودة وتطوير العمليات                  |
| دورات إدارة و تحليل البيانات ودورات علم البيانات   | دورات إدارة و تطوير الموارد البشرية                 |
| دورات الذهن السيرياني ودورات تقنية المعلومات       | دورات الاتصال الجماهيري و السياسات والعلاقات العامة |
| دورات التدريب القانوني والهشتريات والتعاقدات       | دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات |
| دورات الحوكمة وإدارة المخاطر والامتثال             | دورات السكرتارية و إدارة المكاتب                    |
| دورات الصحة والسلامة والذهن المهني                 | دورات الصيانة ودورات المجالات الهندسية المتنوعة     |
| دورات المحاسبة و التهويل و دورات الإدارة المالية   | دورات المهارات الشخصية وتطوير الذات                 |
| دورات في مجالات القيادة والإدارة                   | دورات معتمدة من قبل هيئات دولية                     |
| دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية |                                                     |



## معدن التدريب

|                                      |                                         |                                    |
|--------------------------------------|-----------------------------------------|------------------------------------|
| أكرا<br>غانا                         | أثينا<br>اليونان                        | أبوظبي<br>الإمارات العربية المتحدة |
| الجبيل<br>المملكة العربية السعودية   | استنبول<br>تركيا                        | أهستردام<br>هولندا                 |
| الرياض<br>المملكة العربية السعودية   | الدوحة<br>قطر                           | الدار البيضاء<br>المغرب            |
| المنامة<br>مملكة البحرين             | الكويت<br>الكويت                        | القاهرة<br>مصر                     |
| بانكوك<br>تايلند                     | باكو<br>أذربيجان                        | باريس<br>فرنسا                     |
| برلين<br>ألمانيا                     | برشلونة<br>إسبانيا                      | براغ<br>جمهورية التشيك             |
| تيليسي<br>جورجيا                     | بوكيت<br>تايلاند                        | بورتو<br>البرتغال                  |
| جنيف<br>سويسرا                       | جاكارتا<br>جمهورية إندونيسيا            | تورنتو<br>كندا                     |
| روما<br>إيطاليا                      | حلي<br>الإمارات العربية المتحدة         | جوهانسبرغ<br>جنوب أفريقيا          |
| سنغافورة<br>سنغافورة                 | سان دييغو<br>الولايات المتحدة الأمريكية | زنجان<br>تنزانيا                   |
| شيكاغو<br>الولايات المتحدة الأمريكية | شرم الشيخ<br>مصر                        | سيول<br>كوريا الجنوبية             |
| طوكيو<br>اليابان                     | طشقند<br>أوزبكستان                      | طرابزون<br>تركيا                   |
| فرانكفورت<br>ألمانيا                 | عن بعد<br>منصة زووم                     | عمان<br>المملكة الأردنية الهاشمية  |



## مدن التدريب

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|--------------------------|---------------------------------------|--------------------|
| كيب تاون<br>جنوب إفريقيا | كوالالمبور<br>ماليزيا                 | فيينا<br>النمسا    |
| لندن<br>المملكة المتحدة  | لشبونة<br>البرتغال                    | لانكاوي<br>ماليزيا |
| مسقط<br>سلطنة عمان       | هدريد<br>اسبانيا                      | ماربيا<br>اسبانيا  |
| ميونخ<br>ألمانيا         | ميلان<br>إيطاليا                      | مونترو<br>سويسرا   |
|                          | نيويورك<br>الولايات المتحدة الأمريكية | نيروبي<br>كينيا    |