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Conference & Event Management Pte Ltd  
(Reg. No. 200210370R)



# PRESENTATION SKILLS

FOR TECHNICAL  
PROFESSIONALS



24 - 25 May 2006,  
Orchard Hotel, Singapore

30 - 31 May 2006,  
Crowne Plaza Mutiara Kuala Lumpur, Malaysia

Workshop Leader:

**Dr. Joseph Sommerville**

International Speaker, Trainer and Coach



# PRESENTATION SKILLS

## FOR TECHNICAL PROFESSIONALS

### Why This Workshop

What makes a technical professional successful and advance in career in today's highly competitive business environment? Needless to say, having superior technical skills is a must. But having strong and effective presentation skills is *The Number One* way to promote personal and career success.

The best way to present and sell a product / idea is in person. Regardless how fantastic your product or idea is, or whatever breakthrough discovery you make, you cannot move your audience if they don't understand what you are saying or they get bored with your presentation.

**Never underestimate the power of a well-delivered presentation.**

***Here are just some of the ways presentations give you the competitive advantage:***

- **Presentations cast you in a different role**  
Your prospects see you as an expert, an educator and an advisor. With the right presentation, you immediately establish your professional reputation and credibility.
- **Presentations are interactive**  
The feedback you receive allows you to adjust your material and tackle objections as they arise. You'll learn quickly how to drive value for each audience.
- **Presentations allow you to secure management buy-in**  
You will be able to show your management team your proposal and get their support for your projects.
- **Presentations provide you with a captive audience**  
Imagine having 30-45 minutes to educate your prospects, your supervisors and management about your services and products with no interruptions! You'll be able to discover their needs and requirements.
- **Presentations allow you customise your material**  
You'll focus on a model of marketing that highlights effective examples, case studies and your services that will appeal to very specific audiences.
- **Presentations showcase your leadership abilities**  
Everyone agrees great presentations are the #1 way to drive personal and career success.

**There is a strong business case for developing powerful presentation skills.**

If you're already giving presentations, make certain you're doing the best job possible. Just because you've been driving for several years doesn't mean you're ready to compete in a Formula One race. And just because you've been giving presentations, doesn't mean you're performing at your peak level.

### Who Should Attend

This workshop on Presentation Skills For Technical Professionals has been specially designed for:

- Engineers / Engineering Managers
- Technicians / Technical Services Managers
- Research and Development Managers
- Scientists/ Laboratory Managers
- IT Specialists and Managers

### Why is This Programme Unique Compared to Others

*Here are some of the differences between the generic presentation courses and Presentation Skills For Technical Professionals*

#### 1. Presentation Skills For Technical Professionals is **synergistic**.

That is, the whole is greater than the sum of its parts. Generic courses emphasize only a few aspects of what goes into a presentation. This fragmented approach is counter-productive. Only by mastering individual steps and learning to integrate them will you produce a powerful presentation.

#### 2. Presentation Skills For Technical Professionals is **proven**.

It is based on research into actual presentations and tested by real-life experience with a variety of participants from different industries.

#### 3. Presentation Skills For Technical Professionals is **process-based**.

It isn't simply "talking about" presentations. A process-based system has the advantages of being definable, learnable and repeatable. This is "how to" information you need to design, develop and deliver" powerful presentations.

#### 4. Presentation Skills For Technical Professionals is **comprehensive**.

It takes you step-by-step from concept to podium. You'll know exactly where to begin and how to proceed each step of the way.

#### 5. Presentation Skills For Technical Professionals is **well-facilitated by Dr. Joseph Sommerville**.

With a PhD in Communication, Dr. Sommerville has analyzed over 8,000 presentations and spoken to 1,500 audiences from 25 countries. He has seen, heard and experienced what works.

**Your ROI on this investment is greater personal influence, faster career success and increased sales.**



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### Key Learning Benefits

**At the end of the workshop, you will learn how to:**

1. **Structure** your presentation using simple and proven tools and techniques
2. **Focus** on the end-results of making a presentation
3. **See** the "big picture" and not get too caught up on the technical details
4. **Customise** your presentations to suit different audiences
5. **Avoid** common pitfalls when making presentations

### Highlights

This workshop is highly participation-driven. There are exercises that require participants to prepare and make presentations. There will be videotaping of presentations. At the end of the Day Two, each participant will be given group / individual critique and coaching.

### Training Deliverables

All participants will receive:

1. A copy of comprehensive course workbook
2. A copy of "The Seven Deadly Sins of Powerpoint Resource Guide"
3. "The Sounds of Spoken English" – outline of the sounds of spoken English with pronunciation in audio file
4. A copy of "How To Speak Well: 135 Ideas for Great Presentations"

### Workshop Outline

#### • Defining Presentation Objectives

- o Develop A Focused Message With The T.A.R.G.E.T. Method
- o How To Plan And Execute A Presentation Analysis Profile™
- o Creating A Strategic Goal For Your Reporting Your Research
- o Communicating The Value Of Your Research
- o Combining VAV Channels For The Most Effective Message

#### • Developing An Audience Profile

- o Determining A Demographic/Psychographic Profile
- o Choosing Appropriate Audience Response Strategies
- o Making Your Information Relevant To The Audience
- o Crafting An Audience-Centred Message
- o Identifying Audience Interests

#### • Organising The Presentation

- o Developing Powerful Introductions And Conclusions
- o Choosing The Appropriate Organisational Memes
- o Developing Modular Strategies
- o Maintaining Internal Consistency

#### • Providing Proof Of Concept

- o Sustaining Audience Attention
- o Making Statistics And Technical Information Understood
- o Reinforcing Complex Information Through Examples
- o Distinguishing Among Different Types Of Support

#### • Developing A Language Strategy

- o Choosing Between Oral / Written Language
- o Writing For The Ear
- o Principles Of Powerful Language
- o Using The Rhythm And Nuances Of Speech
- o Choosing Language That Is Guaranteed To Resonate With Your Audience

#### • Effective Design And Use Of Visual Aids

- o Developing Visuals On The I.M.P.A.C.T. Principle
- o Keeping Visual Aids From Becoming Visual Distractions
- o Choosing Among Charts, Graphs, Infographs And Diagrams
- o Avoiding The 5 Common Mistakes That Destroy Visual Effect Every Time
- o Building Your Skill In Creating Both Technical Visuals

#### • Delivering The Message

- o How To Be Understood
- o Developing A Personal Style
- o Adding Impact To The Message
- o Communicating Nonverbally
- o Unlocking The Secrets To Effective Delivery
- o Experiencing Results Quickly By Aligning Communication Channels
- o Discovering Out How Anyone Can Dramatically Improve His Or Her Delivery



Your Workshop Leader  
**Joseph Sommerville, PhD**  
 President, Peak Communication Performance

Dr. Joseph Sommerville shows professionals how to create more effective messages. He brings 19 year's experience in the communication field to help professionals get results from their presentations. He leverages his combination of academic credentials, entrepreneurial background and life experience for a unique perspective on client issues. Clients call his approach "street-wise, results-driven, expertise-based." An international presentation expert, coach and facilitator, Joe has spoken to 1,500 audiences from 25 countries. He is the author of several articles on business communication and has appeared as a featured expert on CNBC's Smart Money.

### Hear What Others Say

"Learnt the Do's and Don'ts in a presentation. Great presenter, comprehensive and useful contents." - Ms C C Chern, Assistant Regional Legal Counsel, Asia Pacific, Tellabs Asia Pacific Pte Ltd

"More confident when doing presentations and more structured when doing Powerpoint presentations. Excellent speaker and good material." - Mr J B Djerf, General Manager, Svenska Handelsbanken

"Your experience and knowledge, particularly about subtle changes in content or style that makes such a difference, makes you the expert when it comes to presentations. This is the most direct and effective method I've seen for moving a presentation from concept to podium." - Mr Michael Sorkin, Vice-President, Boston Scientific

"Good knowledge imparted by trainer on presentation techniques, which I can use in my work life as well as in my social life." - Mr B Pubalan, Technical Support Engineer, OSA Valve Services Pte Ltd

### Programme Schedule

Registration 08:15 – 09:00 hours  
 Workshop 09:00 – 17:00 hours

Lunch break, morning and afternoon tea-breaks will be provided for at the workshop.

Fees	Singapore	Malaysia
<b>Early Bird Fees</b>		
Register by 15 Mar 2006:	S\$1,495 nett per person	US\$900 nett per person
Register by 30 Apr 2006:	S\$1,695 nett per person	US\$1,000 nett per person
<b>Standard Fees:</b>	S\$1,795 nett per person	US\$1,100 nett per person

Special group discounts off early bird fees are available when you register at least 3 or more participants.

To register, please contact **Partners Conference & Event Management Pte Ltd** (Reg. No. 200210370R)  
 Tel: 65-6288 1273 Fax: 65-6288 1293 Email: enquiries@partners-conference.com www.partners-conference.com

## REGISTRATION FORM

YES! Please register me / us:

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

### Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_  
 Organisation: \_\_\_\_\_ Address: \_\_\_\_\_  
 \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

### Methods of Payment

#### For Singapore's Workshop

##### Bank Transfer

Account Name : Partners Conference & Event Management Pte Ltd  
 Account No. : 501-584692-001 (Bank Code: 7339)  
 Pay to : OCBC Bank Ltd (SWIFT CODE: OCBCSGSG)  
 Branch : OCBC Centre

##### Cheque

Please make your crossed cheque payable to  
**Partners Conference & Event Management Pte Ltd**  
 Kindly mail your cheque and registration form to:  
**Partners Conference & Event Management Pte Ltd**  
 32 Maxwell Road #03-07, White House, Singapore 069511

#### For Malaysia's Workshop

##### Payment by Bank Transfer

Account Name : Travelex Singapore Pte Ltd  
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