



## Business Presentation and Public Speaking for the Public Sector

Presented by the School of Public Management and Administration, University of Pretoria

The degree to which people in an organisation communicate effectively determines a huge part of an organisation's visibility, profitability, and industry leadership. In fact, public speaking is an easy way to set yourself apart from your competition. Whether you are persuading colleagues, selling to a client or energising a team, the power of your presentation makes the difference between success and failure. The experience in this **Business Presentation and Public Speaking for the Public Sector** skills training seminar is as close as you can get to have a personal, public speaking coach.

### Course content

#### Module 1

- Preparation
- Planning the presentation
- Adult learning
- Content and structure
- Presentation aids
- Rehearsal

#### Module 2

- Stage fright

#### Module 3

- The presentation
- Body language
- Effective communication
- Managing the audience
- Voice modulation
- Questions and answers
- Audience involvement techniques
- Personal power
- Practice, practice, practice!
- Formulating a personal action plan

#### Module 4

- Story strategy
- Outline of story strategy

### Learning outcomes

After successfully completing this course, you will be able to

- design and deliver basic presentations concisely
- design and deliver informative presentations clearly
- speak confidently with appropriate rate, projection, movement, and vocal variety
- communicate and interact more effectively
- understand the nature and dynamics of various types of presentations
- effectively prepare presentations

- deliver presentations effectively
- evaluate the impact and success of presentations
- utilise the story strategy methodology of presentation and speeches, and
- overcome stage fright by managing physical symptoms.

### Who should enrol?

This course is ideal for you if you are a public official.

### Course fees

#### R5 100.00 per delegate (VAT incl.)

Course fees include all course material, refreshments and other materials.

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

### Accreditation and certification

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### Registration and enquiries

#### Course coordinator

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#### Course leader

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*Shifting knowledge to insight*

