



HIGH IMPACT PERSUASIVE PRESENTATION SKILLS

ATCEN

atcen.com | info@atcen.com | +603 7728 2623

Date : 17th – 18th June 2020

Venue : AC Hotel Kuala Lumpur Titiwangsa

Workshop Description

This workshop will look to reinforce current skills and also develop a range of additional presentation techniques to ensure participants give memorable and powerful presentations to varied audiences; large and small. Although this training will look briefly at the structure and design of presentations, it will be more focused on advanced delivery techniques that are used by professional speakers to engage their audiences and developing a range of additional presentation skills that will take the participants' facilitation skills to much higher levels.

It will be assumed that a fair degree of experience has already been gained in delivering to both large and small audiences and the workshop will be tailored very much to the requirement and skill sets of the participants in the workshop.

Participants will learn a range of advanced techniques such as advanced facilitation skills, infusing engaging stories, using humour effectively, dealing with audience sensitivities (and hostility), working with audio equipment, managing questions effectively and a range of techniques including voice projection to ensure that their presentations achieve maximum impact. Participants also have the option to be videoed throughout the workshop and there will be constant feedback, group interaction and practical exercises.

Workshop Learning Outcomes

- Understand the importance of dynamic presentation skills to close a business deal;
- Learn how to tailor engaging messages that appeal to the specific audience be it for **sales**, **project approval** or **justification**;
- Develop skills in preparing and delivering dynamic presentations to targeted individuals;
- Leverage on audio-visual aids to maximize impact;
- Develop persuasive communication strategies;
- Capitalize on non-verbal communication skills to maximize effectiveness.

Who Should Attend?

- Any individual interested or required to conduct high level presentations or presentations to large crowds

This workshop requires the participants to undergo several exercises to develop specific skills. All participants are encouraged to have a detailed presentation to practise their skills

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCEN

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: Understand the Makings of a Dynamic Presentation

- Dynamic Presentation Skills in Today's Competitive Environment
- The Presentation Communication Dynamics and Process
- The 5 Methods of Delivery – The Smartest, Emotional, Shock/Surprise, Energetic and Humorous

Module 2: "It's Not What you Say But What Do They Remember" - Delivering Powerful Content and Great Results in Your Speeches

- Good Speeches Inform, Great Speeches Influence – Information vs. Influential Messages
- How to Engage, Captivate Attention and Inserting Content into Your Message
- Building the Experience – How to Outline Powerful Messages in Your Presentation – The Beginning, Body and Ending

Module 3: Using Stories to Engage, Inspire and Move Your Audience

- Emotional Engagement - Crafting a Story to Connect and Tie-In Relevant Messages
- Imagery and Emotion - Building Drama, Suspense and Humour in Your Story
- A Powerful End - Delivering the 'Punch Line' or Cliff-hanger

Module 4: Delivery Techniques That Inspire and Motivate

- Customizing Content for the Company and Target Audience
- Slide Content Composition – Must Show, Should Show Could Show
- Slide Consistency – Logo, Headers, Font, Colours
- Using Images, Colour and Contrast to Emphasize your Message
- KISS – Keep It Sweet and Simple
- Value Proposition, Benefits, Client Involvement and Cost
- Slide Content Relevance to Audience
- Senior Management and 'C' Level Preferences

Module 5: Leveraging on Non-Verbal Communication

- Powerful Presentations - Non-Verbals are Half the Message (Case Study of the GREATS)
- Confidence in Posture and Actions – The "How-to's"
- Recognizing and Managing the Tell-Tale Signs of Discomfort

Module 6: Loud and Clear – Audio Familiarity

- The Dynamics of Microphone Usage and When to Use Them
- Microphone Techniques for Headsets, Clip Mics, Wireless & Traditional
- Handheld, Mini Podium, Microphone Stands, Unidirectional, Multi-directional Mics
- Understanding and Managing the Microphone – Microphone Placement and Optimizing Location

Program Facilitator

Ken Ng

Ken serves as Principal Consultant and leads the training team for The ATCEN Group - a leading regional service provider of people and organizational development consulting, human performance, education and events organising. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, a Certified Master Trainer from Western Kentucky University, USA and holds a BSc. in Marketing and Organizational Communication. Ken has been in the forefront of the Asian leadership and people development industry since the late-80's and is many a time better known as the "Sifu" to his peers, colleagues, partners and customers.

Ken's professional experience have led him to numerous positions in consulting and people development engagements at Multi-national Companies, Large Local Conglomerates and Government Link Companies regionally; he works extensively with Middle and Senior Management both in Asia Pacific and the United States. It is with this exposure, he has developed and applied his skills as a visionary public speaker, sincere trainer and strategist to the benefit of his companies, clients, and community.

An entrepreneur and founder of service oriented organizations in Malaysia he has held key positions in many organizations such as CEO of Training Touch, CEO of Leadership Asia, Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting of the South East Asia and Asia Pacific region, consultant for Microsoft Malaysia's MSN website to Marketing Strategist for the Kirby Company, USA and many more.

With more than 25 years of both platform speaking and training experience, Ken is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. His experience in delivering engaging and captivating talks and speeches has inspired thousands.

A large amount of his time currently involves coaching individuals of senior level management to polish and develop their individual speech and speaking styles to persuade, influence and inspire audiences in business situations. He is constantly engaged to develop 'C' level executives and senior management teams on enhancing confidence and control in their public speaking delivery.

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Companies that have attended “High Impact Presentation Skills” since 2012

A & H Meyer Sdn Bhd	Fuji Xerox Asia Pacific Pte Ltd	PPG Coating (M) Sdn Bhd
Agensi Kaunseling dan Pengurusan Kredit (AKPK)	Guinness Anchor Berhad	PORTMAN College
Akademi JCORP Sdn Bhd	Infineon Technologies (Malaysia) Sdn. Bhd.	Putra Specialist Hospital (Melaka)
Alam Flora Sdn. Bhd.	Innovate Mental Arithmetic Sdn Bhd	Romstar Sdn Bhd
AmBank (M) Berhad	Institut Tadbiran Awam Negara (INTAN)	Securities Industry Development Corporation
Asian Pacific Resource & Research Centre for Women (ARROW)	International Enterprise Singapore	Sarawak Shell Bhd
Atelier Fine Jewellery Sdn Bhd	INTI International University & College	Shell MDS (Malaysia) Sdn Bhd
Atlas Copco (M) Sdn Bhd	ISM Insurance Services Malaysia Bhd	Siemens Healthcare Sdn Bhd
Bank Islam	Khazanah Nasional Berhad	Siemens Malaysia Sdn Bhd
Bank Of Tokyo-Mitsubishi UFJ (M)	Koridor Utara Malaysia	Signature Manufacturing Sdn Bhd
BIMB Securities Sdn Bhd	Lembaga Kebudayaan Negeri Sabah	Sizmek (SEA) Sdn Bhd
Boss Solutions Sdn Bhd	Malaysian Life Reinsurance Group Berhad	SME Corp Malaysia
Bridgestone Engineered Products Of Asia Sdn Bhd	Media Prima Berhad	Taylor's University Sdn Bhd
Danone Dumex (M) Sdn Bhd	Novo Nordisk Pharma (M) Sdn Bhd	Tenaga Nasional Berhad (TNB)
F&N Daires Manufacturing Sdn. Bhd	Palm-Oleo Sdn Bhd	The Pacific Insurance Berhad
FaberMedi-serve Sdn Bhd	Petronas Penapisan Melaka	Vantage Oilfield Solutions Sdn Bhd
	Pharmaniaga Research Centre Sdn Bhd	VADS Berhad

Participants' Feedbacks

“Overall, the training is very concise, precise & constructive definitely meets my learning objectives which are presentation skills and built my confidence level” - Sr Career Counsellor, Taylor’s University Sdn Bhd

“Good practical exercise, a bit short to really improve current status but good lesson and knowledge for advancement” – Head of Finance, Faber Mediserve (now known as UEM Edgenta)

“Learned the structure to prepare a presentation slides” – Manager, Agensi Kaunseling dan Pengurusan Kredit (AKPK)

“Best public speaking training / workshop so far. Feedbacks are useful and clear.” – Lead Buyer for Packaging Asia Pacific, PPG Coating (M) Sdn Bhd

“Facilitator is very knowledgeable towards subject matter & good in creating conducive learning environment.” – CX DS Division Manager, Siemens Healthcare Sdn Bhd

11th
SESSION
SINCE 2012!

97%
Score on Trainer’s
Feedback – Last
Session
(Feb 2019)

80
Numbers of
participants that have
joined this course
(public workshop)
since 2012

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Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Mobile No.: _____

Mobile number is preferred for us to be in contact with the participants before and after the workshop

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Mobile number is preferred for us to be in contact with the participants before and after the workshop

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Mobile number is preferred for us to be in contact with the participants before and after the workshop

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

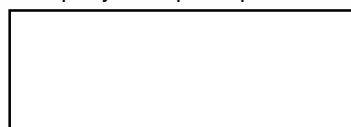
Tel: _____ Fax: _____

Authorized Signature: _____ Invoice Attention To / : _____

Has ATCEN Sdn. Bhd registered as your vendor? Finance E-Mail Address _____

Yes No

Company Stamp Chop: _____



This training is PSMB/HRDF claimable subject to PSMB/HRDF approval

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

Workshop Investment for 3 participants – RM5,000

(Inclusive of 6% SST)

Early Bird Discount – RM4,500 for 3 pax.
Saved RM500. **Must register before 04/05/2020.**

No further discounts allowable.

Normal Retail Price is RM1,980/pax.

Price is inclusive of all materials, lunches and tea-break.

To register, complete this form:

1. Email form back to sender's email address/ info@atcen.com
2. Fax this form to +603-7728 2620

By Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:
D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.

By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**
Bank : Public Bank Berhad
Acc No : 3130460034

By Credit Card:

We take VISA and MasterCard only.
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

For Office Use Only

Corporate Sales Consultant: _____

Invoice Number: _____

Invoice Date: _____