



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



ART OF PRESENTATION

**Confidence in yourself & your skills is
the key to success in anything.**

*Shweta Khare - Certified career coach based in
Silicon Valley, Calif.*

Dates

March 12-April 12, 2014

Days & Timings

Wednesday & Saturday

06:00 pm to 08:00 pm

Training Investment

PKR 12,000 (Inclusive Of training material and certificate)

Registration forms & fee challans are available at our website. Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006. No fee will be accepted in cash/cheque at our office.

Email

BE&SDP@iba.edu.pk

Website:

<http://cee.iba.edu.pk/BEnSDP.shtml>

Join us:

<https://www.facebook.com/IbaBusinessEnglish>

Learning Objectives

- ✓ Building confidence and dealing with nerves and common fears
- ✓ Developing a more engaging and influential speaking style
- ✓ Using the power of non-verbal communication to influence your message
- ✓ Creating a powerful and more influential message
- ✓ Building stronger rapport with your audiences
- ✓ Presenting with greater impact and influence when speaking to international audiences
- ✓ Dealing with questions and more challenging situations
- ✓ Thinking on your feet and developing the ability to be spontaneous when under pressure
- ✓ Refining your current presentation technique
- ✓ Adapting your style for different types of presentations
- ✓ Developing a your own personal style for maximum influence and impact on your audiences

SKILL DEVELOPMENT PROGRAM

Adding Skills to Experience



The Instructor has personally made a unique pattern for the classes of this course which would include:

- Initial presentation practice – make them do a presentation and record it
- Diagnostic review to identify your current strengths and areas for development
- Cycle of practical exercises to develop your skills further and apply them to your presentation
- Review and further practice to consolidate and further develop/fine-tune your skills
- Have them do a final presentation after coaching and record and let them see the difference

For Information & registration

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Trainer's Profile:

ZAFAR AHMED SIDDIQUI

Mr. Siddiqui has an MBA degree from The Institute of Business Administration. He also holds a degree of M.S. in Marketing Communications from Chicago. He has more than 30 years of experience with the F.M.C.G. sector both in the field of Sales, Marketing and General Management. He was associated with Gillette for 15 years in Pakistan and Overseas. His last assignment with Gillette was as Chief Executive for Gillette Pakistan (Pvt.) Ltd., and Area Director for Afghanistan, Sri Lanka, Bangladesh, Nepal & Maldives.

Mr. Siddiqui is also on the Board of Engro Foods Limited, Inbox Business Technologies (Pvt.) Limited, Mind Sports of Pakistan & Zulfiqar Industries Limited

Mr. Siddiqui has over 27 years of teaching experience at the following colleges and universities: Institute of Business Administration, College of Business Management, Baharia University, University of Illinois Chicago, & Moscow State University.

He is also a member of Rotary Metropolitan, Management Association of Pakistan, & Marketing Association of Pakistan.

He has conducted numerous workshop and training courses for various companies. He was instrumental in setting up the Centre for Entrepreneurial Development at IBA with the collaboration of Babson College, Boston.

Mr. Siddiqui is currently Professor of Practice, Institute of Business Administration.

"Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to recreate the incident as it happened and to picture it for the audience."

~Dale Carnegie (American writer & lecturer)

Classes will be held at IBA, City Campus: Garden/ Kayani Shaheed Road, Karachi.

SKILL DEVELOPMENT PROGRAM

Adding Skills to Experience