Workshop on
Oral
Communication Skills

December 12 & 13, 2014
9:00am – 5:00pm
Venue: CEE@IBA, Karachi

OVERVIEW
This workshop aids participants in building and delivering a powerful message to both internal and external clients. This workshop will build participant skills in selling, informing and motivating their audience. It is a highly interactive workshop that focuses on presenters’ styles, structuring the message, delivering the contents, using the visual aids and handling audience questions. It has proved to be of great value for those who deliver executive level presentations, sales presentations and technical presentations.

PARTICIPANTS PROFILE
This workshop is meant for new presenters in private organization/ MNCs/ Government /NGOs. also:
- Trainers who want to enhance their presentation skills
- Marketing people who want to sell a product through means of presentations
- Sales people who want to strengthen their presentation skills
- Individuals who often present to a prominent gathering
- HR professionals who train employees

Testimonials
“Valid and Helpful Instructions.”

Mr. Shaharyar Hazir
Manager Finance, Wholesale Banking,
Standard Chartered Bank

“It’s informative and experience is excellent.”

Mr. Syed Mubashir Ahmed
Hilal Confectionary (Pvt.) Ltd.

* Based on Kirkpatrick’s Feedback Rating Model on the scale of 5
Ms. Nadia Sayeed is the Visiting Faculty IBA, Dept of Management. She is the Coordinator IBA Personal Effectiveness Program. She has 13 years teaching experience in areas of communication and soft skill development. Nadia is the Corporate Trainer in Presentation and Communication Skills. She has also worked with Product Management Mortgages, Citibank & also has the Sales experience in ICI Pharmaceuticals.

Past Participants were from:

FACULTY

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TOPICS COVERED

- Experiencing a systematic process and approach.
- Building and enhancing confidence.
- Learning the essential of a powerful presentation.
- Mastering the art of applying the techniques.
- Deliver an audience centered presentation.
- Build presentation structure for the way audiences learn best.
- Simplify technical material to reach executive level audiences.
- Present on a topic with limited preparation in advance.
- Build voice projection, pitch, pace and pause.
- Eliminate abs and ums.
- Control nervousness and deliver with confidence.
- Create and use effective gestures for impact.
- Utilize PowerPoint and visual aids for maximum effect.
- Handle audience questions and defer when appropriate.

Workshop Fees
PKR 25,000/participant
Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments & Business networking

Experience
EXECUTIVE EDUCATION
Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)
Institute of Business Administration City Campus.
Off Garden Road, Karachi-74400.

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