



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

Workshop on Powerful Presentations Speaking to Inspire

Communication
Skills

Feedback Ratings*
Faculty 4.2/5 Program 4.2/5

February 18 & 19, 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/ MNC's/ Government /NGO's. 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.



Center for Executive Education
Institute of Business Administration

* Based on Kirkpatrick's Feedback Rating Model on the scale of 5

Past Participants were from

APL Logistics Pakistan, Atlas Engineering Limited, Bayer Pakistan (Pvt) Limited, Consult & Train, EFU Life, Fast Track Logistics & Ware Housing, Fauji Fertilizer Company Ltd., Geo TV Network, GlaxoSmithKline, Lotte-Pakistan, Mashreq Bank, National Bank of Pakistan, NIB Bank, PAEC, Pakistan Poverty Alleviation Fund, Philips Electrical, PICIC Asset Management, SCBPL, Shell Pakistan, Standard Chartered Bank, Uch Power (Private) Limited, USAID

FACULTY

Arjumand Zain is currently affiliated with IBA Business English & Skill Development Department. She has 39 years of professional teaching experience. She has conducted Specialized English Language Teaching programs and conducted Workshops for Teachers stretching from pre beginners to Advanced level.

She has also Developed, Coordinated and conducted courses for Hostels (Sheraton; PC; Regent Crown Plaza), NED University, AKUH, High Court of Sindh and Balochistan, United Nations Development Program (funded by World Bank Teachers Training Program), Roche Pharma, Pfizer Laboratories, SBP, NIBAF, HBL, IBP.

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 Uhha's & Umm's
- 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.

For Further Information

T: (92-21) 38104700 (Ext. 1804, 1805, 1806)

F: (92-21) 38103008

Email: ceeinfo@iba.edu.pk Visit: cee.iba.edu.pk

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