



Institute of  
Business Administration  
Karachi  
*Leadership and Ideas for Tomorrow*

# Workshop on Presentations Skills: Masterclass

**Communication  
Skills**

Feedback Ratings\*  
Faculty 4.2/5 Program 4.2/5

**September 15 & 16, 2015**

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



IBA Aman Tower in 2015

## 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

**Ms. Nadia Sayeed** is the Visiting Faculty IBA, Department of Management, Coordinator IBA Personal Effectiveness Program MBA, Institute of Business Administration. She has 13 years teaching experience in areas of communication and soft skill development. Nadia is a Corporate Trainer in Presentation and Communication Skills Product Management Mortgages and Citibank. She has the sales experience in ICI Pharmaceuticals.

## 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 35,000/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) 38104701 (Ext. 1804, 1807, 1809)

F: (92-21) 38103008

Email: [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk) Visit: [cee.iba.edu.pk](http://cee.iba.edu.pk)

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