



# Presentation Skills with Impact



January 16 - 17, 2025



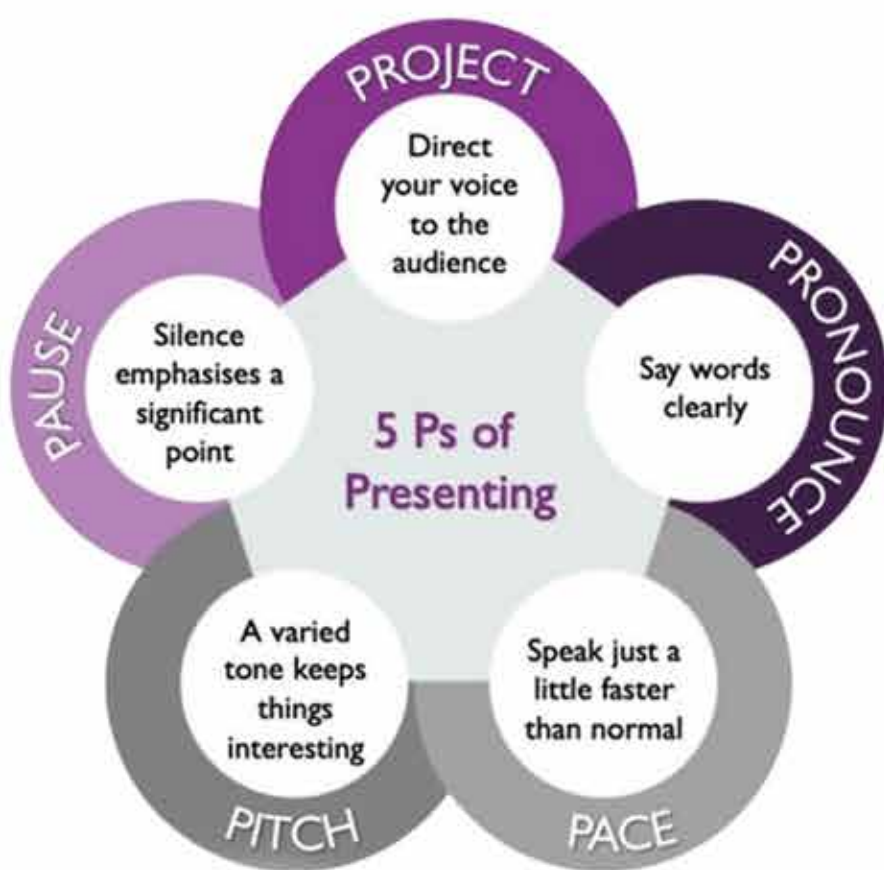
IBA City Campus, Karachi

# Program 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.

## Learning Outcomes

- Enhance public speaking skills to articulate ideas with clarity and conviction.
- Learn to create presentations that engage, inform, & leave a lasting impression.
- Master the art of confident, persuasive, and impactful public speaking.
- Enhance your visual communication skills to create visually stunning & effective presentations.
- Develop strategies to understand and resonate with diverse audience needs & expectations.



Source:  
[makingbusinessbetter.co.uk](http://makingbusinessbetter.co.uk)



# 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



**30,000+**  
Participants Trained  
Since 2009



**845+**  
Trainings  
Since 2009



**60+**  
Open Enrolment  
Workshops Every Year

## Investment

**PKR 75,000** +5% SST

## Who Should Attend

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



### Nadia Sayeed

A business person by education, with an experience in academia for the last twenty-two years at the Institute of Business Administration (IBA). Over the years, I have made my mark in the field of corporate training by interacting with a diverse set of training needs.

For detailed profile please visit website [cee.iba.edu.pk/faculty](http://cee.iba.edu.pk/faculty)

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