

Neu Master your talk - rhetoric and communication

On the subject

Do you want to capture your audience and get your key messages across impactfully when you are giving a talk? In this course, we will focus on how you can guide your audience and master your talk. This includes getting your point across the way you intend to, making an impact, and capturing your audience's attention. The main objective of this course is developing your individual presentation skills.

Target audience

For managers and professionals who are required to speak in front of an internal and/or external audience.

Your benefit

- Improve and learn to master your individual communication and presentation skills
- Get your point across in a well-structured and convincing manner
- Get to know your personal communicative skill set, put it to use, and expand it
- Improve your body language when standing in front of an audience
- Learn how wording, voice, and body language interact and put that knowledge into practice to your benefit
- Develop important prerequisites for your professional and personal success

Benefits for your company

- Presentation skills and thus representation of your organization will improve, as skillfully delivered presentations are key in representing your organization
- Internal and external communication will become more impactful
- Meetings and discussions stay on topic and become more efficient

Contents

- Theoretical basis of communication, incl. text elements, interaction of the 4 modalities of speaking, cognitive theories of perception
- Voice and body language as instrumental elements of a talk in front of an audience
- Techniques of getting your point across concisely
- Structural models which help maintain your train of thought and help guide the audience through your main points
- Preparation of your talk
- Actively influencing how your audience perceives you
- Using your space in a room in a targeted manner
- Building and maintaining contact with the audience in multiple ways
- Identify your habits and learn to deal with them

- Understanding and dealing with nervousness before and during a presentation

Methods

- Theoretical Inputs
- Sound and video-based inputs and examples
- Practical exercises and trainings
- Presentation with video analyses

Dates and Venues:

01. - 02.04.2019
Technopark Zürich, Zürich

10. - 11.09.2019
Technopark Zürich, Zürich

Duration

2 days

Schedule

Day 1: 8.30 – 17.00 h
Day 2: 8.30 – 17.00 h

Trainers

Katharina Wellstein

Number of participants max.

12 persons

Seminar rates 2019

CHF 1900.– per person (incl. lunch)
(CHF 1750.– for each additional employee of the same company attending the same seminar)

Documentation

Participants receive written or electronic course material.