

Public Training/Workshop

POWERFUL, DYNAMIC AND PERSUASIVE PRESENTATIONS.

"We Make Learning More Adventure"



ACTIVITIES

- Performance Arts in Presentation
- Elevator Pitch
- Story Telling
- 'Cheat' Selling
- Announcement
- Vocal Training
- Facial Exercise
- Non-Verbal Exercise
- Points Extractions
- Communication Games

Date : Please refer to WEBSITE

Duration : 2 days, 9am – 5pm

Medium : English & Bahasa Malaysia

Venue :

Trainer : En Shamsul

OBJECTIVE:

- Understand the process of communication
- Develop persuasive communication skills
- Develop better verbal, listening, questioning skills
- Develop nonverbal communication skills
- Overcome any form of presentation fear
- Develop powerful, dynamic and persuasive presentations
- Blending the performance arts technique into powerful presentation skills
- Overcome stage fright with appropriate theatre techniques
- Be aware of individual strengths and weaknesses in delivering presentations
- Understand the importance of effective use of appearance, voice and body language
- Increase influence over the audience
- Tackling and Handling difficult audience

Methodology:

- Interactive Lectures
- Discussion
- Incorporation of Performance Arts technique into Presentation
- Group Workshops
- Case Studies
- Video Analysis
- Individual/Group Presentation
- Personal Action Plans



COURSE CONTENT

MODULE 1: WHAT IS POWERFUL PRESENTATION?

- The Good & Ugly
- Presentation is everything communication
- The Little Things
 - ◆ Smile
 - ◆ Listen
 - ◆ Eye
- Presentation Sundry – Free Question

MODULE 2: CONFIDENCE BUILDING 1ST IMPRESSION

- The Presentation FEAR Factors
 - ◆ Reasons
 - ◆ Overcoming Strategies
 - ◆ The 3F's
 - ◆ Emotion Control
- Speaker Matters
 - ◆ Appearance
 - ◆ Body Language
 - ◆ Voice Tone
- Presentation Sundry – Free Question

MODULE 3: BODY LANGUAGE SPEAKS

- Develop Relaxed & Powerful Postures
- Analyse Hand Movement
- Analyse Eye Contact & Facial Expressions
- Analyse Other Verbal Cues
- Reading Audience
- Presentation Sundry – Free Question

MODULE 4: VOCAL THAT CAPTURES

- Importance of Good Vocal Qualities
- Personal Voice Type Identification
- Identification of Voice Projections
 - ◆ The 6 to 2 Sources
 - ◆ The 3 Techniques
- Presentation Sundry – Free Question

MODULE 5: THE LIVE & LIVELY SPEAKERS

- Award Winning Speakers Tell Stories
- The 4P's of Presentation
 - ◆ Prepare
 - ◆ Practice
 - ◆ Pause
 - ◆ Pamper
- Techniques to Remember Points
 - ◆ Story Board
 - ◆ Mind Map
- Presentation Sundry – Free Question

MODULE 6: PRESENTATION CORE & STRUCTURE

- Objective
 - ◆ To Persuade
 - ◆ To Inform
- Differences in Contents
- Organizing Presentation
 - ◆ Opening, Body, Closing, Q&A's
- Slides Preparation
- Slides Structure & Format
- The Do's & Don'ts
- The Good & Bad Slide Designs
- Dealing with Emergencies
- Contingency Plans
- Handouts
- Dealing with Difficult Questions
- Presentation Sundry – Free Question



TIME OUT

- Presentation Final Preparation
 - ◆ Surprise Technique
 - ⇒ “The Magic Bag of Tricks”

THE PRESENTATION

FINALE

- Individual Performance Discussed

Who Should Attend?:

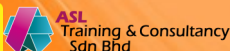
All level:

- Executives
- Managers
- MD

From all department. Also suitable for any **professional who need to impress their audience with excellent delivery.**

Program Schedule :

Registration :	8.30am
Morning session :	9.00am - 10.30am
Morning Tea :	10.30am - 10.45am
Lunch :	1.00pm - 2.00pm
Afternoon session :	2.00pm - 3.30pm
Afternoon Tea :	3.30pm - 3.45pm
End :	5.00pm



COURSE LEADER

SHAMSUL B. ABDULLAH



Shamsul B. Abdullah, a certified PSMB Trainer (TTT/0823), and a Certified International Professional Trainer (CIPT) from the American Certification Institute (ACI); (Certification ID: CIPT2130640543), has been in Training & Consulting since 2002. He put together his knowledge, experience and exposures he has had in several industries into his Training Programs with emphasis on Practicality designed specifically to suit the audience.

He is now the HR & Administrative Consultant for Kota Bharu Medical Centre (KBMC), a private Specialist Hospital in Kelantan he turned-around to profitability, since 2006. He is also the shareholder and advisor to the Hospital's Management Team.

His success in turning around the hospital in a short period of time was banked upon his 3P's Principles, customizing the "Process" and the "People" into local environment with emphasis on Public Relations, Marketing, Customer Services, Communication, Corporate Grooming & Image Development, Effective Meetings & Record Filing, Leadership, Team Bonding, Personnel Development & Growth, Understanding Finance for all Personnel and various other Management programs.

He published his first book in 2009, "Be a PRO, Sell Yourself!" a self-help book addressing the basic and advance human fear, and techniques of improvement through re-branding to achieve greater heights. Many of the principles are applied in his training programs.

He believes in personal challenges for improvement and thus has been involved in many industries in his earlier days like; Banking, Manufacturing, Entertainment (Television Ads & Voice Over), Health & Fitness, Aviation (qualified Pilot with ATPL Licence), Emceeing & Radio Announcement, and also Hospitality & Customer Service. He has been invited as a guest panel member in local TV talk-shows like Bincang Petang, TV3 and On Two, TV2. He has spoken in various conferences inside and outside the country.

Among his previous clients in Training & Consulting are MISC Bhd, Nepline Bhd, National Valuation Institute, Sabah State Library, KKM, LHDN, PERKESO, EPF, PKNS, MCMC, ILKAP, Multimedia Development Corporation (Mdec), Programs for Khazanah, TNB, MARA, TM Bhd, Lembaga Tabung Haji (LTH), Akademi Sains Malaysia (ASM), Volvo Trucks Malaysia, Naza Kia Academy, NSTP (M) Bhd, Bank Negara Malaysia(BNM), Etiqa & Takaful Insurance, MAA, AmBank, Bank Islam Bhd, Bank Pembangunan & Industri, Hot FM & Suria FM, Faber MediServe Sdn Bhd, MMC Corporation, Konsortium Logistik Bhd (KLB), Offshore Geosurvey ,KMC (Scomi Bhd), British American Tobacco(BATM), NESTLE, UniTAR, UiTM, KPTM, UM, Belati Wangsa (Johawaki), MAS, Air Asia , HP, Crowne Plaza Mutiara Hotel, AVON, ASTRO, DHL and Carrefour. He received his Associate Degree from Maryland University, USA. He also has a Diploma in Banking Studies from UiTM, Shah Alam and a Commercial Pilot License from AST, Scotland. He now concentrates on training and development after completing his Masters of Business Administration from UiTM, Shah Alam. He was recently involved as a Customer Service Consultant by Malaysia Productivity Corporation (MPC) to promote healthy customer service and best practice in the country.

He is currently researching for his new book on leadership which focus on the basic requirement to equip would be leaders and managers to be effective transformational leaders who excel on their personal capacities as well as able to aspire others to achieve organizational goals whilst truly being a more rounded professional and living person.

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Registration Form

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(Authorization (Signatory must be authorized on behalf of the company)

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Position: _____ Department : _____

DL: _____ Email : _____

Signature: _____ Date: _____

This booking is invalid without a signature & company stamp.

TERMS & CONDITIONS:

1. Workshop Fee is not inclusive of accommodation and transportation
2. Fees are inclusive of program materials and refreshments.
3. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10) working days upon the issuance of invoice or a letter of undertaking(LOU) .Payment or LOU must be received prior to the conference/ training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.
4. **CLIENT'S CANCELLATION/SUBSTITUTION**
Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in. All bookings carry a 50% cancellation liability should the notice given is less than two(2) weeks. and 100% cancellation liability 7-days prior to the event Non-payment or non- attendance does not constitute cancellation. (*However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing*)
5. If, for any unexpected circumstances or reasons that ASL Group decides to postpone this event, the client hereby indemnifies and holds ASL Group harmless from any cost incurred in by the client. The event fee's will be refunded,
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