



*Conference:
Communicate, Negotiate, Influence & Persuade*

*22 - 26 November 2026
Cairo (Egypt)
Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

Conference: Communicate, Negotiate, Influence & Persuade

Conference code: CO8206 From: 22 - 26 November 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 4100 € Euro

Introduction

This seminar equips participants with essential communication and persuasion skills to enhance organizational effectiveness. Key highlights include understanding the impact of communication on productivity and morale, using influence to achieve favorable outcomes, and boosting self-awareness for professional interactions. Participants will also learn to deliver persuasive speeches and presentations, fostering confidence and eloquence in the workplace.

Objectives

- Tap into their personal strengths in communicating and know when to invoke different methodologies
- Understand ways of influencing others without resorting to power-plays and applying direct pressure
- Persuade other people by the use of pro-active, win-win strategies
- Draw upon professional communication and presentation skills to create a winning impression in discussions and meetings
- Plan and prepare businesslike presentations with ease and be able to tap into key decision-makers during and after the presentation

Methodology

The seminar is designed as a highly interactive series of sessions that build on the Delegates' current skills and experience. Communication and Presentation practice is handled using Real-Play; a system like role-playing but using Real World examples and people. At all times, the facilitator will draw on real-world Work-experience as well as Leadership Theory to bring points to life.

Organizational Impact

- Return to work with newfound confidence in internal communication
- Proactively represent the Company in presentations and key-note addresses in their key fields
- Plan and prepare more effective meetings, presentations, communications and briefs
- Make better and quicker decisions and be able to communicate the benefits more clearly
- Communicate more effectively and with a better understanding of their verbal and nonverbal impact on others

Personal Impact

- Increase their natural communication style and start to enjoy communicating
- Plan and prepare more professional presentations, meetings, and communications
- Find it easier to influence and persuade others
- Recognize the impact of negotiation gambits used by themselves and others and how to turn them to their advantage
- Understand their preferred communication style and the impact of their vital non-verbal signals

Outlines

Day 1: Personal Inner Communication Essentials

- What is Communication?
- What does effective communication mean?
- Understand the 3 major levels of Communication.
 - Intra- Personal with Oneself.
 - Inter-Personal with another Individual.
 - Inter-Active synergy with a group of persons.
- Appreciate the different fields of experience.
- Discover the power of Non-Verbal Communication.
- Study the 8 Non-Verbal empowerments.
- Understand why your personal Self-Image has a great deal to do with your presentation, language, style, and content.
- Controlling your subconscious mind to communicate effectively.

Day 2: Understanding Communication and Persuasion

- Understanding the communication cycle.
- Analyze the Communication Pyramid.
- Know the power of words in the communication process.
- Discover the powerful I-A-D-A communication format.

- Understanding the brain, during the communication process.
- Understand the keys to successful public speaking.
- How to develop and present a vital speech.
- How to dress professionally and appropriately.
- Find out the right and wrong ways in body posture.
- How to use your voice effectively.
- Discover the power of illustrations and stories.
- Learn how to overcome Public speaking fears.
- How to listen actively and respond accordingly.
- Know the power of influence.

Day 3: Communicating and Presenting Effectively

- Learn how to organize your presentation.
- How to prepare and present a computer / PowerPoint presentation etc.
- What to do prior to a presentation.
- Understand the impact of Visual communication.
- Understand the psychology of the Smile in communication.
- How to present to a cross-cultural audience.
- Observe what features attract an audience.
- Learn how to analyze your audience.
- Using positive visual imaging.
- How to use the telephone effectively and professionally.

Day 4: Communication Strategies for Professional Excellence

- How to an effective decision-maker, in the communication process.
- How to use strategic communication negotiation skills.
- Discover the 9 Keys to making an effective presentation.

- Learn how to develop a systematic filing system.
- Learn how to obtain good source material.

Day 5: Applying Personal Influence and Persuasion

- Analyze the 9 strategic principles for effective communication.
- Apply these Communication principles into a "Plan of Action" for your life and incorporation into your Company infra-structure.
- How to be proactive and make things happen.
- Essential communication practices for ongoing success.

Registration form on the Conference: Communicate, Negotiate, Influence & Persuade

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