



*Training Course:  
Presenting with Impact*

*19 - 23 July 2027  
Madrid (Spain)*

## Training Course: Presenting with Impact

Training Course code: PS234745 From: 19 - 23 July 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

A crucial skill of all public sector leaders is the ability to deliver presentations with impact.

The success of any presentation, is dependent on the speaker's ability to deliver a clear message, captivate their audience and leave a lasting impact.

This training course, focuses on enhancing your presentation skills - with a particular emphasis on structure, speech segmentation, and handling an audience.

On this Presenting with Impact course, receive constant expert feedback and coaching throughout, in order to build upon your existing skills and become an influential presenter.

This course helps you develop and enhance your communication skills so that you are able to plan and deliver effective formal and informal pitches to internal and external groups, colleagues, customers and public audiences.

### Course Objectives

Following the training you will be able to:

- Understand how to prepare an effective speech/ presentation
- Prepare a speech or presentation including audience analysis, purpose and structure
- Understand the elements involved in developing rapport and engaging your audience
- Create an effective visual, vocal and verbal message
- Use strategies for keeping nerves under control

### Target Audience

This course is aimed at those new to presenting or those who have presented before who would like to brush up their presentation skills, for example to:

- Make sales or client presentations
- Pitch ideas to colleagues and stakeholders
- Make boardroom presentations
- Present to staff and colleagues
- Give conference and roadshow presentations
- Give keynote speeches
- Talk to the public or the media

### Course Outlines

Day 1: First Impressions and Communication Foundations

- Understand the impact of first impressions
- Focus on improving initial impressions in professional communication
- Learn the 7 key ingredients of excellent verbal communication
- Integrate these communication principles into speaking style and mindset
- Establish individual learning needs
- Prepare a 3-5 minute presentation
- Deliver initial presentations with feedback and coaching

## Day 2: Preparation, Structure, and Confidence Building

- Understand how to effectively prepare and structure speeches and presentations
- Organize content for clarity, flow, and impact
- Develop a confident and professional communication style
- Apply relaxation, breathing, and voice techniques
- Strengthen the foundations of verbal communication skills
- Practice delivery with feedback and coaching

## Day 3: Spontaneity and Audience Engagement

- Build spontaneity and dynamism in verbal communication
- Enhance previously delivered talks to increase engagement
- Ensure audience attention and involvement throughout presentations
- Learn techniques for generating audience participation and discussion
- Deliver short speeches and respond to audience questions
- Practice handling the audience and closing effectively

## Day 4: Handling Challenges and Voice Mastery

- Manage challenging audience members and difficult situations
- Practice handling objections and maintaining control
- Participate in spontaneity exercises and vocal warm-ups
- Develop variety and flexibility in delivery style
- Understand the importance of voice in presentations
- Apply techniques to prepare and project the voice effectively
- Practice sessions with structured feedback and coaching

## Day 5: Final Presentations and Development Planning

- Deliver final presentations demonstrating learned skills
- Compare performance with initial presentations to assess progress
- Extract key lessons and apply them in practice
- Develop a personal action plan for continuous improvement
- Set achievable objectives for verbal and presentation development
- Master effective closing techniques and audience takeaways
- Explore strategies for delivering strong and memorable conclusions
- Final evaluation and program wrap-up

## Registration form on the Training Course: Presenting with Impact

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.