



# How to Give Effective Presentations and Executive Briefings

## Persuasion, Advocacy, Business Etiquette

Learn how to go beyond just the oral and written skills needed - learn the psychological aspects that will help staff close on effective presentations for your agency, executives, colleagues, or association or corporate board.

We will also cover the basics of business etiquette, including the basics of a business lunch.

### Sample 1-day Agenda

#### Day One

**8:30 Welcome and Introduction**

**8:35 a.m. Defining Presentations and Briefings**

Common mistakes, how to judge a good presentation

**Know Your Audience and Their Perspective, Expectations, and Attitudes**

**From Thought to Talk: Communications Skills**

**10:00 Break**

**10:15 Briefings: What are they and what should they look like**

**11:30 Break**

**11:40 a.m. Professional Image and Business Etiquette**

**12:00 Working Lunch—Business Etiquette continued**

**1:30 p.m. Professional Image and Business Etiquette Wrap Up**

**1:45 p.m. Keys to Effective Presentations: Using Positive Emotion to Persuade**

- Voice level, pace and tone, timing, and eye contact
- Engaging the audience and establishing credibility
- Reaching your objectives and wrapping up
- Common “don’ts” and “avoids”
- Techniques for surviving Q&A
- Handouts and visual aids

**4:30 Program concludes and complete evaluations**

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**Sample Agendas:** See how others have used our training. Selected sample agendas from actual programs designed for previous clients are on our web site at [www.SampleAgendas.com](http://www.SampleAgendas.com)

**When:** Requires one full day (usually 8:30 a.m. to 4:30 p.m.)

**Where:** Your location

**Who:** This course is suitable for associations, nonprofits law firms and agencies who want staff or members to be more persuasive and more effective advocates.

**Course Fee:** Inside the Washington, DC metropolitan area, when the course is offered on the client’s site with lunch provided by the client, this course is cost-effective with as few as twenty attendees. *Customization saves staff travel-time, provides confidentiality and allows organization-specific issues to be addressed by the instructor.*

**Questions:** For more information and to get a custom program quote and date availability, call: 202-678-1600.

