

May 3 - 4, 2006 ■ 9.00am-5.00pm daily ■ Holiday Villa Subang Jaya

POWER BUSINESS PRESENTATIONS

Presenting to Win New Businesses!

Present your ideas with Poise, Power and Persuasion!

Solid, Well-Designed 2-Day Intensive Workshop.

Packed with techniques you need to communicate confidence and professionalism, command audience attention in any subject to *WIN* the business pitch!

Led By

Jude Louis



Highly acclaimed instructor who has helped hundreds of managers & executives increase their impact. Here, he teaches you the skills you need to open doors, build your credibility, earn respect and reap the profits.

INTRODUCTION

IN TODAY'S ULTRA-COMPETITIVE MARKETS SIMPLE BUSINESS PRESENTATION SKILLS WILL NOT DO...

The failure to communicate effectively can damage your selling strategy, no matter how effective those plans may be. Presentations are very much a part of every executive's responsibilities and what distinguishes the successful professional from the mediocre is powerful presentation skills.

This skill is most crucial to your success – and to your individual and corporate image. The ability to convey facts, ideas and information accurately, concisely and logically is crucial. To do so with authority and animation is just as important.

To do it with ease and style guarantees that you will be noticed and valued for your input. To do it all together requires professional guidance and stimulation – which is what this program offers!

WHY YOU SHOULD ATTEND

Keep Your Audience Hanging On Every Word!

12 COMPELLING REASONS WHY YOU SHOULD ATTEND

1. Conquer your fears and negative stresses
2. Shape and organize your presentation to persuade your listeners and get the response and results you want
3. Apply effective techniques in preparing and making business presentation
4. Optimize on "How Your Body Speaks" in every presentation
5. Make powerful presentations to Persuade, Win, Support and Sell your products and ideas
6. Develop the presentation skills necessary to enhance your professional image
7. Acquire the tools you need to guarantee ongoing improvement in your presentation techniques
8. Expertly handle difficult questions and challenging situations
9. Inspire with passion and conviction through your voice
10. Add impact to your presentation through effective stage management
11. Make dynamic introductions that build your credibility and audience expectations
12. Evaluate your strengths and weaknesses as a presenter

WHO SHOULD ATTEND

- Supervisors
- Managers
- Technical People
- Engineers
- Professionals
- Including any person who conducts meetings, train employees, gives business or community presentations, or presents his or her ideas before a group will benefit immensely from this dynamic workshop.

TEAM ATTENDANCE HIGHLY RECOMMENDED

To facilitate successful implementation of the knowledge and skills acquired.

Certificate of Participation

Will be awarded on completion of the workshop.

PROGRAM CONTENTS

TAKING THE TRIP!

Planning for the presentation using 8 steps

NERVOUSNESS or 'UN-READINESS'?

Overcoming your nervousness and controlling the rest

WHAT'S IN IT FOR ME? (WIFM)

The more you know your audience expectations, the better prepared you will be

PITCHING YOUR CREDENTIALS

The first ninety seconds. Getting started and showing your audience that you are in control

ORGANIZING YOUR SPEECH

Framework for planning your presentation. Reduce your preparation time and increases the potential for a successful outcome

THE VISUAL AIDS DILEMMA

How visual aids can increase the impact of your presentation. Flipcharts, Whiteboard, Overhead Projector, Power Point and the use of various leading-edge technology

PROJECTING YOUR EMOTION

Inspire with passion and conviction through your voice and gestures

INTERACTING & MANAGING YOUR AUDIENCE

Reading your audience through their facial expressions, body language and reactions

CONTROLLING YOURSELF PHYSICALLY

The importance of movement, eye contact, hand gestures, body language and the different moods they can create

DIFFICULT QUESTIONS & CHALLENGING SITUATIONS

Learn the tricks and trade of dealing with difficult questions and challenging situations

YOUR EXPERT

Jude Louis



JUDE is a management consultant, working in partnership with clients to design and deliver strategic leadership programs, management development initiatives, pitch preparation and other presentation interventions. He currently coaches executives and senior managers in presentation styles as well as providing career coaching support.

He has experience in the IT sector having started his career with IBM/Mesiniaga and ventured into the human resource development field with Peter Rogen International's Malaysian office where he conducted and facilitated numerous workshops in Presentation Skills, Negotiation Skills, Business Development, Interpersonal Skills, Selling and Coaching/Feedback Skills among others.

Prior to setting up his own consultancy, Jude worked for the PA Consulting Group, Malaysia. Jude ran programmes in UK as a tutor at PA's Management Centre, Sundridge Park. He now runs workshops across SE Asia, including China, Korea, Hong Kong, Indonesia, Thailand, Malaysia, Philippines, Singapore and most recently Afghanistan.

He has over 12 years experience in developing presentation programmes and manages an e-learning portal on presentation tips and guidelines on www.initiatives.com.my. Tailoring programmes on a variety of presentation issues for HSBC, BP, Motorola, Toyota, Allianz, PETRONAS, AIA, BCB, F&N, Jude continues to render his skills and expertise to many leading corporations. He is a highly sought after executive coach on public speaking and is usually invited to Toastmaster meetings as a speaker.

Jude has a Masters in Instructional Technology and is a member of American Society for Training and Development (ASTD), American Association for Experiential Education (AEE) and Malaysian Society for Training and Development (MSTD).

“Let me transform YOU from inexperienced speaker to Skilled Presenter!”

- Jude Louis

PROGRAM DETAILS

Power Business Presentations
May 3 - 4, 2006 ■ 9.00am-5.00pm ■ Holiday Villa, Subang Jaya.

YOUR INVESTMENT

RM1480 per person. Rate includes program handouts, lunch and refreshments.

EARLY BIRD RATE

Take 10% off the fee – Pay before 31 March 2006

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Group Incentive

10% off for 3 or more from the same company.

RESERVATIONS

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

Secure your seats.

Register online at <http://www.rayma.com.my/pbp/index.shtml>

CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. No refunds after commencement of program. *Substitutions are allowed.*

RAYMA GUARANTEE

Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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seminars@rayma.com.my

RAYMA Seminars and Online Registration: rayma.com.my/knowledgebank/seminars.shtml

SECURE YOUR SEATS NOW!

Register online at <http://www.rayma.com.my/pbp/index.shtml> or fax this form immediately at: +603 7804.4484 followed by payment.

REGISTRATION FORM

YES! Please register the following participants for the

Power Business Presentations

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Name 1:			
Position:			
DL / Mobile:			
E-mail:			
Name 2:			
Position:			
DL / Mobile:			
E-mail:			
Name 3:			
Position:			
DL / Mobile:			
E-mail:			
Company:			
Address:			
Tel:		Fax:	
E-mail:			
Contact Person:			
Position:			
DL / Mobile:			
E-mail:			

PAYMENT METHOD *(Please tick)*

By Bank Transfer

Remit payment at any Public Bank branch

• A/C Name: RAYMA Sdn Bhd

• A/C Number: 3081577110

Fax us the bank-in slip with this registration form at (03) 7804 4484

By Cheque

Cheque # : _____ Amount : _____

made payable to RAYMA Sdn Bhd.

Fax this registration form then send with payment to RAYMA Sdn Bhd