



PUBLIC AFFAIRS

**SPOKESPERSON TRAINING SEMINAR
PRESENTATION SKILLS AGENDA**

- 9:00 a.m. WELCOME AND INTRODUCTION TO THE PROGRAM**
- 9:15 – 9:45 a.m. PROGRAM GOALS**
Instructors review the day’s course outline, and participants discuss what they hope to learn from the seminar.
- 9:45 – 10:30 a.m. EFFECTIVE PRESENTATION SKILLS**
Participants will learn the “Three B’s” of being an effective presenter, along with the languages of verbal communication. Instructors will coach participants to control nervousness, prepare effectively, use visual aids, maintain eye contact, and use the three presentation languages—body, voice and words.
- 10:30 – 11:45 a.m. PUTTING IT ALL TOGETHER**
Participants will test drive their new presentation skills during a short exercise.
- 11:45 – 12:15 p.m. ORGANIZING A PRESENTATION**
Participants will learn the four-step process of organizing an effective presentation and how to prepare and use notes appropriately in various presentation settings.
- 12:15 – 1:00 p.m. LUNCH BREAK**
- 1:00 – 3:30 p.m. PRESENTATION EXERCISE**
Each participant puts the finishing touches on a speech outline, based on the draft outline they brought to the training, and makes a presentation to the group. Presentations are videotaped, and instructors will review each participant’s presentation individually and provide coaching.
- 3:30 – 4:00 p.m. QUESTION & ANSWER**