

Tidewater Community College

Presentation Success: How to Plan, Prepare, and Deliver Effective Presentations

(BUSC 1527)

Course Introduction and Objectives: No more boring presentations! *Presentation Success* gives you what it takes to succeed — spectacularly — when you stand up to impress an audience. Packed with easy-to-use worksheets, strategies, and tips, this self-paced course delivers success. It helps you overcome "presentation fear" and makes it easy to plan, prepare, and deliver the kind of presentations that make people sit up and take notice. You'll discover the best ways to prepare your opening, write smooth transitions, plan your questions and answer session, and troubleshoot potential problem areas. You'll learn how to use body language, communicate clearly, gain and hold attention, listen effectively, and elicit valuable feedback. Eye-opening self-evaluation exercises enable you to pull the pieces together and practice the skills you need to be a resounding success. You can use the handy resource section to access timely books, websites, and media tools to continue your learning. Students learn how to: evaluate what your audience already knows, needs to know, and wants to know; organize information so points are followed and understood as they are presented; avoid "overloading" the audience; carefully prepare and use visual and other aids; and, reduce and control your anxiety and nervousness. Students will employ a step-by-step approach to preparing presentations, and master techniques to overcome obstacles in delivering successful presentations. This course is presented by Tidewater Community College in cooperation with the American Management Association (AMA).

Textbook: Chan, J. F. *Presentation Success: How to Plan, Prepare, and Deliver Effective Presentations*. American Management Association, Saranac Lake, NY, 1999. ISBN: 0-7612-1382-1.

Teaching Methods: This course will be taught in a seminar and participative lecture format that includes some class discussion and problem solving.

Course Schedule:

<u>Topic</u>	<u>Subjects Covered</u>
1	<u>Get Ready to Make Successful Presentations:</u> (Elements of a successful presentation, benefits of learning to give successful presentations, key actions for making successful presentations).
2	<u>Reducing Presentation Fear:</u> (Reasons for presentation fear and reducing fear) Followed by a Recap and Review questions.
3	<u>Planning a Presentation:</u> (Plan for success and the planning steps). Followed by a Recap and Review questions.
4	<u>Preparing the Presentation:</u> (From outline to script or notes, the presentation environment, prepare for questions and answers and anticipating problems).
5	<u>Delivering the Presentation:</u> (Practice makes perfect, delivering your presentation, managing the group, managing questions and answers).

- 6 Using Presentation Aids Effectively: (Why use presentation aids? Key factors to consider when using presentation aids and guidelines for selecting, preparing, and using presentation aids).

Continuing Education Units (CEUs): Upon completion of this course students are awarded 1 non-graded CEU, and a Certificate of Completion.

Continuing Occupational-Technical Education: This is a core course for the AMA Certificate in Sales and Marketing. Students may also apply this course as an elective for the AMA Certificates in the following: Administrative Professional, Communications, Human Resources, Success Skills in the Workplace, Supervision, and General Management.