



# PERSONAL COMMUNICATION SKILLS FOR BUSINESS

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A day of presentation skills workshops and coaching designed for high-level business presentations

INDEPENDENTLY ACCREDITED BY



edexcel

advancing learning, changing lives

<b>Fee:</b>	£445 +VAT
<b>Duration:</b>	One day
<b>Timing:</b>	0900-1700
<b>Dates (2012):</b>	Tuesday 24 January Tuesday 20 March Tuesday 15 May Tuesday 10 July Tuesday 2 October Tuesday 27 November

# COURSE OUTLINE



## Prepare and deliver powerful business presentations

This course is a business-focused public speaking master-class, aimed at senior managers and professionals who need to deliver high-profile speeches and presentations. With coaching from a presentation skills specialist, you will learn to develop and deliver compelling and presentations and project personal authority.

## Who should attend

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in PR, marketing or communication. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is ideal for all professionals who are called upon to deliver important presentations.

**“Really excellent course!  
Very helpful, friendly and  
interesting trainer.”**

*Sarah Parker, Save the  
Children*

register online at [www.pinnaclepr.net](http://www.pinnaclepr.net)

# ABOUT THIS COURSE

## Course format

Expect an active and confidence-building day of coaching and fun workshops with an inspiring presentation coach.

You will not have to sit through long lectures or presentations – this course uses active learning to help you internalise the topic and apply it in the real world.

Pinnacle presentation courses are fun! People learn best when they are enjoying themselves, and our training centres are always full of smiles and laughter. Expect a challenging, stimulating and memorable course.

## Advanced Professional Qualification Credit

This course is a module of the Edexcel Advanced Professional Qualifications in Public Relations and Communications, the only independently accredited postgraduate vocational qualifications for PR professionals. You can use it to build course credit towards a globally recognised Advanced Professional Award, Certificate or Diploma, which in turn can provide credit for a Master's degree.

**Edexcel Unit 14: Interpersonal Communication Dynamics**



*“Lots of practical experiences.”  
Mark Briffa, Air Partner*

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# SESSION OUTLINE



## Module 1: Preparation and groundwork

This module is a practical guide to preparing content – and preparing yourself – to deliver an important business presentation.

- Structuring a persuasive argument
- Defining clear and effective messaging
- PowerPoint as it should be: creative visuals for business presentations

## Module 2: Working the room

This module covers how to manage interpersonal dynamics and engage your listeners.

- Knowing your audience: visualising, adapting and targeting your listeners
- Working with technology
- Engaging your audience
- Interactivity: inviting and fielding questions and involving the audience

## Module 3: Presenting with impact

In this module you will practice delivering important business presentations on your own topic and benefit from expert coaching and feedback.

**“The course got straight to the essentials.”**

*DD, Hay Group*


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# SESSION OUTLINE

## Outcomes

After this course, you will be able to...

- Deliver important business presentations with greater confidence and authority
- Structure much more convincing presentations and deliver them persuasively
- Make best use of PowerPoint and audio-visual technology to support your presentation
- Overcome nerves and fear of public speaking
- Project your voice and use body language to make public presentations more influential and memorable
- Increase your awareness of how others see and hear you
- Engage the attention and respect of your audience



“Good mix of input with workshops, and a small group.”  
*HRF, Workability Europe.*

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# COURSE FORMAT

## Practical

This course is heavy on reality and light on theory. Your trainer will introduce the concepts clearly, then focus on real-world skills that connect the big picture to your job. Courses are updated regularly and trainers are active in the industry so your knowledge will be fresh and relevant.

## Active

Training consists of concise briefings on best practice, backed up by interactive learning activities like workshops, role-plays, case study analysis, coaching, brainstorms and structured group discussions. You will not sit passively through long lectures.

## Stimulating

This course is interesting, intellectually stimulating and delivered in a relaxed and professional style.

## Inspiring

All Pinnacle trainers are hands-on communication professionals with at least 15 years of experience. We don't employ academic teachers – we insist on good-humoured enthusiasts who will inspire your creativity.

## Individual

This course is delivered in an executive boardroom format, not classroom-style, and in a group no larger than eight people. You will get personal attention for the issues that matter to you. It's also a great chance to network and share experience.



*“Very professional.”  
HHS, Amnesty  
International.*

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# TRAINER PROFILES

The following senior professionals from the Pinnacle Accredited Trainer Programme regularly lead this course.

## Greg de Polnay



Greg has been an actor, director, voice coach and presentation trainer for 35 years. He has trained at the highest level including senior executives at major companies, and prominent celebrities. Greg is a member of the Institute of Directors (IoD) and the Institute of Training and Occupational Learning (ITOL).





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# QUALITY ASSURANCE



[www.pinnaclepr.net](http://www.pinnaclepr.net)

## About Pinnacle

Pinnacle is the world's largest specialist communications and PR training company. We have headquarters in London and training centres in Dubai, Brussels and Bahrain. We train communicators at all levels, from press officers to prime ministers.

As well as public courses, we provide private and customised programmes including media interview training, presentation training, and multi-year multi-competency postgraduate programmes.



[www.edexcel.com](http://www.edexcel.com)

## Accredited by Edexcel

Edexcel is the world's largest provider of accredited qualifications and one of the UK's largest examination boards. It is owned by Pearson, the world's largest education company. Edexcel awards two million qualifications every year around the world and has 5,500 education partners in 110 countries.

Pinnacle is an accredited Edexcel Centre (#90817). Edexcel has audited Pinnacle's systems for the design, delivery and management of training and inspects us regularly to assure quality control of all aspects of training and assessment.



[www.the-bac.org](http://www.the-bac.org)

## The British Accreditation Council

Pinnacle is also accredited by the British Accreditation Council, a UK Government-mandated training standards body. The BAC conducts annual quality assurance inspections and audits.

register online at [www.pinnaclepr.net](http://www.pinnaclepr.net)

# BOOKING INFORMATION

## Four ways to book your course

<b>Book online at:</b>	<a href="http://www.pinnaclepr.net">www.pinnaclepr.net</a>
<b>Email your details to:</b>	<a href="mailto:london@pinnaclepr.net">london@pinnaclepr.net</a>
<b>Call our booking team on:</b>	+44 20 7250 4290
<b>Fax a booking form to:</b>	+44 20 7250 4291



register online at [www.pinnaclepr.net](http://www.pinnaclepr.net)

# TRAINING LOCATION

## Pinnacle London Training Centre

Our training centre is located at Covent Garden in central London, a bustling and fashionable district offering some of the capital's best shopping, theatre, dining and entertainment.

It's easy to get to, with two Underground stations within a five minute walk (Covent Garden and Holborn).

We'll send you full directions with your joining instructions. Meanwhile, you can find us on an online map at [bit.ly/pinnaclepr](http://bit.ly/pinnaclepr).

We are at the top of the highest tower in the area, with great views across the rooftops to St Paul's Cathedral and the London Eye.

Our training rooms are bright and airy, surrounded by glass, and professionally appointed in boardroom style.



# BOOKING FORM

<b>First name(s)</b>	<input type="text"/>
<b>Last Name</b>	<input type="text"/>
<b>Job title</b>	<input type="text"/>
<b>Company or organisation</b>	<input type="text"/>
<b>Postal address</b>	<input type="text"/>
<b>Contact telephone</b>	<input type="text"/>
<b>Contact email</b>	<input type="text"/>
<b>Course Name</b>	<input type="text"/>
<b>Course start date</b>	<input type="text"/>
<b>Fax this form to +44 20 72 50 42 91 or scan and email to <a href="mailto:london@pinnaclepr.net">london@pinnaclepr.net</a></b>	

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