

The Hill Group's Presentation Content Development Workshop



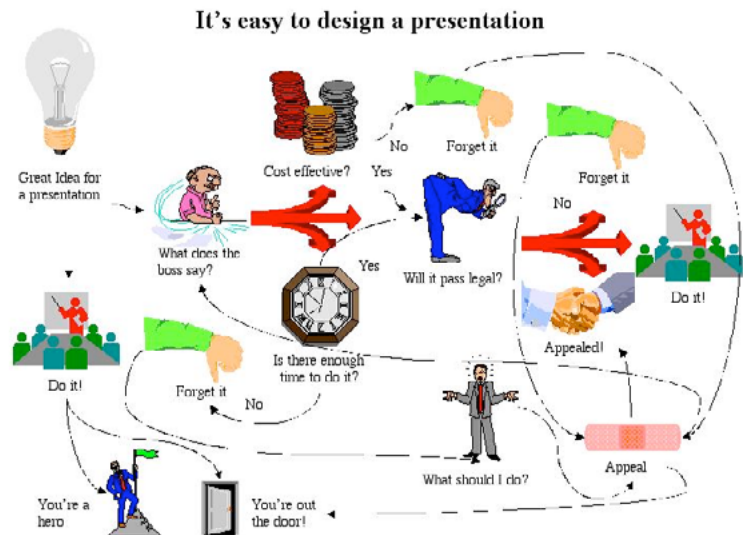
Your presenters need this training if their presentations, and their supporting slides, are too complex, too complicated, incomprehensible, disjointed or unstructured.

This workshop is designed to improve the content and supporting slides for these types of presenters:

- Salespeople
- Product Marketers
- Conference Speakers
- Management & Executives

And we do it in only 4 hours.

This workshop has a unique structure that lends itself to quick learning and immediate implementation. The attendees will bring their own presentation and/or slides to work on during the workshop. And four hours later, they'll leave with clearer, more compelling content. Even the most technical or complex presentations will be vastly improved when the content is logical and easy-to-follow and the accompanying slides are supportive, not distracting or confusing.



We can make complex, incomprehensible slides like this, elegantly simple to understand

Our Presentation Development Workshop is based on a peer-coaching model. This means the groups are small; only five to 10 people per trainer, and everybody's working all of the time. No one is just waiting for his or her turn. When they're not presenting their content to the rest of the group, they're helping to coach their .

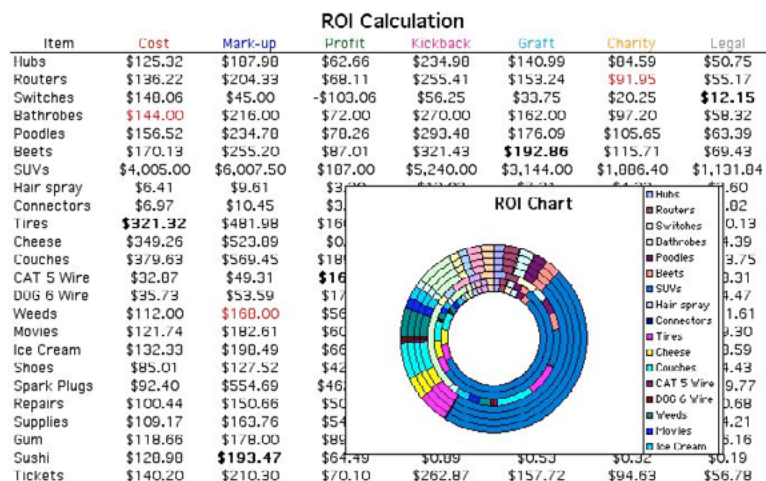
Our Trainers

Our trainers are world-class presenters in their own right. They win speaking awards, they've worked in radio and television and they've provided their services around the world to audiences from 10 to 10,000. They're also great people; easy to work with, fun to work with, and they know how to help your people develop better presentations.

Workshop Format

This four-hour workshop begins with our trainer presenting a brief (30 minute) overview of the basics of sound presentation structure and visual aid design. Then the participants break into small groups of four people, each with their own trainer. Everyone presents their slides to the rest of their group. Groups work independently, in separate parts of a large meeting room or in smaller breakout

Every participant makes their presentation to the other people in their group. The “audience” members each have specific critiquing assignments - one verbal, one non-verbal. For example: Jim is first to make his presentation. Mary counts how many “nonwords” (ums, ahs, etc.) Jim uses and how well he makes eye contact. Mike reports on his posture and his voice. Other audience members have complementary assignments. Each verbal/non-verbal assignment set is provided on a handout for the audience members to use as a coaching and teaching aid.



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Content Development Skill Set

1. Presentation Objectives

- Clear objectives
- Needs of the audience
- Content-Process model

2. Presentation Structure

- Greeting the audience
- Acknowledging latecomers
- Room size, AV needs

3. Development Process

- Computers and monitors
- Whiteboards
- Projection systems

4. Visual Aid Selection

- Voice modulation and tempo
- Avoiding non-words
- Using pauses
- Recognizing feedback

5. Visual Aid Development

- Where to sit/stand
- How to stand and move around
- Audience dynamics
- Gestures and eye contact

6. Putting it All Together

- Summarizing
- Handling questions
- Asking for understanding
- Closing

