

# Effective Presentation Skills



MARKETING  
INSTITUTE OF  
SINGAPORE

## COMMUNICATIONS

### Why You Should Attend This Course:

It is not what you say but how you say it.

If you make better presentations, you normally get the juicier projects! It makes people pay attention to your message and enjoy listening to your speech. You can advance in your career rapidly with effective presentation skills. Acquire the necessary art of convincing and inspiring an audience to take action.

### Learning Outcome:

- Organise information to be presented in a logical format which is audience-focused
- Prepare a clear introduction and a winning conclusion that captures and connects with your audience
- Present information in an interesting and three-dimensional way
- Keep to time
- Control body language to look confident and approachable
- Know how to use the voice to project energy
- Practice audience adaptation by adjusting to their speaking style
- Prepare relevant visuals that are easy to see and understand
- Deal with questions that are difficult to handle
- Apply principles promoted in this course to your work environment "consciously"

### Course Outline:

- Presentation Role Plays
- Presentation Styles Inventory for Audience Adaptation
- Controlling Nervousness
- Body Language
- Speaking Clearly
- Selling Your Message
- Preparing and Making a Presentation exciting
- Use of Presentation Aids
- Handling Questions

### Who Can Benefit?

Anyone who does presentations and produces presentation slides for any purpose, such as internal communication within an organisation, business presentations and training, etc.

### Trainer's Profile:

**Shirley Han** is a Senior Consultant in Personal Empowerment courses. These include courses in Presentation Skills, Professional/Corporate Image, Grooming and Deportment, Interpersonal Communication, Conflict Management, Time Management, Customer Service and Telephone Etiquette. She is also a trainer in Singapore Airlines for their Cabin Crew and Ground Personnel in Etiquette & Deportment, Effective Communication and Professional Imaging.

Besides being a trainer, Shirley's overall experience covers other areas of marketing and communication. This includes Business Development, Advertising & Public Relations, Marketing & Communications, Client Management, and Event Management. Specialising in the lifestyle and service industry, she works in the capacity of a Creative Director, Copywriter and Art Director. This includes press liaison, scriptwriting for television commercials, corporate videos, and CDRoms.

Shirley has a Bachelor of Arts Degree in Economics, Sociology and Philosophy from the National University of Singapore. She studied Neuro-Linguistic Programming with the Master Trainer Institute of New York. Serving multinationals and statutory boards on both local and regional levels, her client list cover various industries, including:

- Banking and Finance - AIA, Citibank, Credit Swiss First Boston, MAS, KPMG, UOB, UBS
- Education - NUS, Nanyang Business School, Jurong Institute, MIS, Ong Teng Cheong Institute of Labour Studies, Nanyang Girls' Secondary School
- Government Institutions - NorthEast & SouthEast Community Development Councils, HDB, Ministry of Environment, LTA, SMRT
- Lifestyle - Cartier International, Lancome Cosmetics, Readers' Digest, Glamour Shots
- Manufacturing/Logistics - TIMKEN, SANDEN, Singapore Technology Logistics
- Medical - Baxter Healthcare, Pfizer, SGH
- Trade/Property - Temasek Holdings, Sumitomo Trading Corporation, Diethelm, Unilever
- Travel - Singapore Airlines, Singapore Changi Airport Services Enterprise, Aerospace Training Center, United Airlines
- Technology - National Computer Services, Singapore Technology College, Defense Science Organization, Hewlett Packard

Date:  
**13-14 Feb 2012**  
**8-9 Mar 2012**  
**26-27 Apr 2012**

Course Fees:  
**S\$880.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries  
Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

### Effective Presentation Skills

13–14 Feb 2012  8–9 Mar 2012  26–27 Apr 2012 (9.00am to 5.00pm)  
**S\$880 (subject to 7% GST) Includes lunch & refreshments**

**\*Approved for SDF funding**

Please indicate if you wish to apply  Yes  No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)  
 Website: [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Tel: 6327 7586 / 583 / 582  
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