



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Speak With Confidence for Personal & Professional Success

Why You Should Attend This Course:

Today, presentations and public speeches are very much a part of every executive's responsibility. What distinguishes the successful professional from everyone is the ability to speak confidently to influence and inspire any audience.

When you speak, it is important that your message is delivered in an interesting and easily understood manner. Our communication skills reflect our ability and confidence. More importantly, the way we speak has a profound influence in our relationship with people. This breakthrough session is designed to equip participants with a range of public and professional speaking techniques and skills that will create impact and get results.

Learning Outcome:

- Project Lasting First Impressions and Confidence when Speaking in Public
- Transform the Fear of Speaking into Energetic Interaction with the Audience
- Utilise Verbal, Vocal and Visual Elements to Create Impact
- Learn Effective Speech Scripting Techniques
- Identify Behaviours that Enable you to Influence Others Effectively
- Learn Effective Impromptu Speaking Techniques
- Identify and Effectively Manage Challenging Situations

Course Outline:

Managing the Fear of Speaking

- Formula for Audience Satisfaction
- Understanding the Fears of Speaking
- Strategies to Manage Fear
- Steps to Building Self-Confidence When Speaking in Public

Creating First Impressions

- Vital Communication Skills
- Ways to Present a Positive Image
- Posture, Poise and Presence
- Presenting to Different Personalities and Learning Styles

Fundamentals of Presentation

- The Most Compelling Subjects
- Non-verbal Techniques to Enhance Impact
- Power of Gestures and Body Language
- Impact of Voice and Vocal Variety
- "Tools of the Trade" to Convey Message and Techniques to Build Rapport

Organisation and Delivery Skills

- Organising Material for Maximum Impact
- Effective Scripting Techniques
- Achieving Attention, Retention and Actions
- Closing Techniques for Any Presentation

Professional Speaking Skills

- Impromptu Speaking: Listening, Thinking & Speaking
- Managing Question & Answer Sessions – Responding to Hostile or Difficult Situations
- Using Visual Aids to Create Impact
- Presenting with Humour
- Persuasive Speaking Techniques
- Strategies to Inspire your Audience

Who Can Benefit?

- Those whose career involves the need to convince or persuade people will benefit from this course.
- All Professionals, Engineers, Consultants, Sales & Marketing professionals, Heads of Departments.
- Entrepreneurs, HR Personnel, Sales & Business Development managers, Customer Service and Support Personnel.

Trainer's Profile:

Master Facilitator and Distinguished Toastmaster, **Stanis Benjamin** is a motivational humorist and an accomplished speaker, consultant and trainer in the fields of business presentation skills, sales, communication, customer service, leadership and strategies for personal success.

As a coach, consultant and keynote speaker, he has addressed many companies and institutions and has helped senior executives, high-achieving professionals and beginners to reach higher levels of performance.

He was one of The Top 10 agents for sales and has achieved the Marathon Life Award, International Quality Award, Million Dollar Club Award as well as the Prestigious Million Dollar Round Table (MDRT) and Superstar Sales Awards. He has more than 20 years of Sales experience starting as an agent and has led a successful sales team as a District Manager.

Stanis is a thought leader on how to create and sustain high performance. He combines theory with management practices to develop action-oriented techniques for building winning teams. He has been invited as an expert to speak on the topics "Behavior Focused Communication and Humor in Presentations" and has presented on Positive Business Minutes for News Radio 93.8.

He has gained excellent reputation for his work with human resource and training departments of numerous organisations to design and develop Sales, Personal Effectiveness, Leadership and Communication training programmes. Stanis brings with him over 15 years of training and coaching experience and is accredited as an Executive Leadership facilitator.

Date:

8–9 Mar 2012

7–8 Jun 2012

Course Fees:

S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:

www.mis.org.sg/seminars

Email:

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 or fax form to 6327 9741

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

Speak With Confidence for Personal & Professional Success

8–9 Mar 2012

S\$680 (subject to 7% GST)

7–8 Jun 2012

Includes lunch & refreshments

(9.00am to 5.00pm)

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

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.

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.
- 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 or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg

Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582

Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre Singapore 079904