Presentation and Writing Skills

Overview

Our Presentation and Writing Skills course focuses on two key areas: developing learners' abilities in delivering polished and professional business presentations, and refining learners' writing skills to be able to produce clear and concise written reports for a targeted readership.

The course is ideally aimed at business learners with a genuine interest in improving their English with:

- An existing high level of proficiency in the language, or
- Babel assessment of B1/B2 of the Common European Framework of Reference for Languages (CEFR), or
- IELTS score of 6-6.5, Cambridge English Business Higher or equivalency

However, courses in presentation and writing skills are available to business learners with a lower level of proficiency on request.

Course Objectives

By the end of the course, you will:

- Be able to deliver excellent business presentations that are tailored to your particular audience
- Be more confident in your delivery of English during face-to-face presentations
- Be able to produce high quality written business reports that can be read and understood easily by your counterparts or clients

Sample Course Content

Writing Skills	Presentation Skills
Course overview Different types of business writing, technical to social The foundations of good business writing	Introductions & Overview of Course Objectives Identifying your own challenges and objectives Introducing yourself to an audience – first brief self-presentation to the group
Personalising your target reader Identifying hotspots: what do the readers care about? Tone of voice	Exploring fundamental principles Preparing the message you want to convey Preparation process
Structure and layout of business emails Good headlines What is 'correct'? Grammar and punctuation	How to structure content Framing and signposting

Subject lines, intros, sign offs and signatures Best practice tips Practical management	Storytelling overview Storytelling practice and feedback Engaging a remote audience
Brevity, story and structure: avoiding disengagement Writing for websites and social media Readability tools	The differences between remote and real-life presentations Basics of composing your onscreen presence – backgrounds and lighting Visual storytelling through your slides First opportunity to present your own mini presentation, for feedback from the group and tutor
What's in it for the reader? The AIDA model and how to apply it in the real world Compelling calls to action	Establishing your onscreen presence Breathing for easing nerves and tension Developing better posture through a physical warm-up
Editing and proofreading like a professional Style guides and digital tools Successful self-editing tips	Voice workout Practice making an impact with your voice and presence Using rhetoric
Report writing: Preparation & Planning Writing and Revising Report	Using imagery to memorable, persuasive effect Making your message stick through rhythm, balance and repetition Exploring rhetoric case studies
Report writing: A Style Guide to Good Report Writing Improving the Presentation of Your Report	Tips for creating your own soundbites Your individual presentations Practice delivering your final presentation Feedback and coaching on your own individual presentations
Review of course content Review of all the key elements for producing clear and concise written work. This will include a final opportunity to raise any writing or language difficulties that remain to be considered.	Your individual presentations Practice delivering your final presentation Feedback and coaching on your own individual presentations

Course details

Duration	90-minutes per class
Max delegates:	6 Face-to-face
	6 Online

For prices and dates please get in touch

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www.cambridgenetwork.co.uk/learning