



ADMINISTRATION AND SECRETARIAL

Presentation Skills Master Class

Course code: AS-006

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Effective presentation skills are essential for influencing audiences, communicating ideas clearly, and creating a lasting professional impact. This course provides participants with advanced techniques to develop confidence, strengthen communication style, enhance audience engagement, and deliver memorable presentations with authority and professionalism.

Why Attend

The course adopts a highly practical and interactive methodology using live presentations, individual exercises, video recording and feedback sessions, role plays, group discussions, coaching activities, presentation simulations, and practical speaking assignments.

Who Should Attend

Managers and supervisors
Team leaders
Trainers and facilitators
Sales and marketing professionals
Public speakers
Administrative and business professionals
Anyone who delivers presentations or

— Learning Objectives

- Build confidence and overcome presentation anxiety
- Structure and organize presentations effectively
- Improve verbal and non-verbal communication skills
- Deliver persuasive and engaging presentations
- Utilize technology and visual tools effectively
- Manage audience interaction and difficult questions
- Strengthen professional presence and communication impact
- Develop a unique and authentic presentation style

Course Outline

**DAY
1**

Building Confidence and Structuring Powerful Presentations

- Understanding and developing an individual presentation approach and style
- Defining presentation objectives and selecting effective structures
- Organizing ideas and key messages for maximum clarity
- Building confidence and managing presentation anxiety
- Understanding audience expectations and engagement methods
- Using visual thinking techniques and idea mapping tools for content preparation

**DAY
2**

Professional Presence and Presentation Delivery Skills

- Developing confidence when presenting in front of audiences and recorded environments
- Identifying strengths and areas for improvement in presentation delivery
- Improving communication through body language, posture, movement, and appearance
- Strengthening vocal delivery techniques and speech dynamics
- Building persuasive communication and presentation influence
- Creating presentations that project professionalism and authority

**DAY
3**

Presentation Technology and Visual Communication

- Creating effective visual aids to reinforce presentation messages
- Designing engaging and professional presentation slides
- Presenting data and information through impactful visuals and charts
- Incorporating multimedia elements into presentations effectively
- Understanding room setup considerations and presentation equipment usage
- Using engagement tools and techniques to maintain audience attention

**DAY
4**

Advanced Communication and Audience Engagement Techniques

- Explaining ideas and concepts with simplicity and clarity
- Using examples, comparisons, and visual imagery to improve understanding
- Applying storytelling techniques to increase audience connection
- Encouraging participation and creating interactive presentation environments
- Applying emotional intelligence to strengthen communication effectiveness
- Managing audience questions and responding confidently to challenges

DAY

5

Master-Level Presentation Excellence

- Managing resistance, objections, and critical feedback professionally
- Developing a natural and authentic presentation identity
- Building confidence to speak naturally and flexibly beyond prepared scripts
- Strengthening personal credibility and authority as a subject matter expert
- Creating meaningful audience experiences and emotional connection
- Balancing logical information with emotional engagement to maximize impact

— Upcoming Classroom Dates

DATE	LOCATION	FEE
4 - 8 January 2027	Amsterdam - Netherlands	€2,125
1 - 5 February 2027	London - United Kingdom	€2,100
1 - 5 March 2027	Kuala Lumpur - Malaysia	€1,400
5 - 9 April 2027	Amsterdam - Netherlands	€2,125
3 - 7 May 2027	London - United Kingdom	€2,100
7 - 11 June 2027	Barcelona - Spain	€1,925
5 - 9 July 2027	Munich - Germany	€2,125
2 - 6 August 2027	London - United Kingdom	€2,100

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.