

DELIVERED WITH A PUNCH! A POWERFUL, POISED & PERSUASIVE PRESENTATION

Date: Wednesday, June 24th, 2009

Time : 8.30am – 5.00 pm

Venue: Townhall Area, Level 26,
Khazanah Nasional Berhad, Mercur UEM,
Jalan Stesen Sentral 5, Kuala Lumpur Sentral

"Wow-ing " our audiences with our presentations is very much part and parcel of a communicator's job scope.

Be they our clients, the media, our potential partners, our Board of Directors or other equally important stakeholders, the challenge is getting the BUY-IN! That's what differentiates a mediocre communicator from an exceptional one. This is a critical skill you need to nurture for your personal and professional development.

Want to know what it takes to deliver that 'oscar- winning performance' during a presentation and receive the kudos of a job well done? Then you need to sign up for this One-Day Oscar Presentation Skills Workshop.

It's packed with techniques to help you communicate confidence and professionalism while commanding audience attention. Learn to convey information, facts and ideas concisely and logically. And if you can add the right dose of animation, you might just have that winning formula!

About IABC

The International Association of Business Communicators (IABC) is an international association that offers global communication resources and best practices to effectively meet the business and professional goals of communicators.

Established 36 years ago and headquartered in the USA, IABC has more than 100 chapters worldwide and serves 16,000 members represented in 10,000 organisations in over 70 countries. In Malaysia, IABC has had a presence for 16 years.

Getting a Seat

Register now. Call Sally at 03-76650150 or email to secretariat@iabcmalaysia.com

TOP 10 LEARNINGS you will walk away with from this session:

Taking the Trip: Planning for the presentation using 8 steps.

Nervousness or 'Un-readiness': Overcoming your nervousness and controlling the rest.

What is in it for Me? (WIFM): The more you know your audience expectations, the better prepared you will be.

Pitching your Credentials: The first ninety seconds. Getting started and showing your audience that you are in control.

Organizing your Speech: Develop the framework for planning your presentation. Reduce your preparation time and increase the potential for a successful outcome.

The Visual Aids Dilemma: Visual aids can increase the impact of your presentation. Learn to utilize Flipcharts, Whiteboard, Overhead Projector, Power Point and the use of various leading-edge technologies.

Projecting your Emotion: Inspire with passion and conviction through your voice and gestures.

Interacting & Managing your Audience: Reading your audience through their facial expressions, body language and reactions.

Controlling Yourself Physically: The importance of movement, eye contact, hand gestures, body language and the different moods they can create.

Difficult Questions & Challenging Situations: Learn the tricks and trade of dealing with difficult questions and challenging situations.

About the Trainer



Jude Louis is a management consultant, working in partnership with clients to design and deliver strategic leadership programs, management development initiatives, pitch preparation and other presentation interventions. He currently coaches executives and senior managers in presentation styles as well as providing career coaching support.

He has experience in the IT sector having started his career with IBM/Mesiniaga and ventured into human resource development field with Peter Rogen International's Malaysian office where he conducted and facilitated numerous workshops in Negotiation Skills, Presentation Skills, Business Development, Interpersonal Skills, Selling and Coaching/Feedback Skills among others.

Prior to setting up his own consultancy, Jude worked for the PA Consulting Group, Malaysia. Jude ran programmes in UK as a tutor at PA's Management Centre, Sundridge Park and across Asia Pacific in Essential Consulting Skills & Leadership and Management programmes. In that capacity he has trained in UK, Korea, Hong Kong, & Indonesia.

He now runs workshops across SE Asia, including China, Korea, Hong Kong, Indonesia, Thailand, Malaysia, Philippines, Singapore and most recently Afghanistan.

He has over 12 years experience in developing learning initiatives and manages an e-learning portal on communication/negotiation, presentation tips and train-the-trainer at www.initiatives.com.my.

Tailoring programmes on a variety of competency gap for HSBC, BP, Motorola, Toyota, PETRONAS, AIA, BCB, F&N, Allianz, Jude continues to render his skills and expertise to many leading corporations. He is a highly sought after executive coach on public speaking and is a resource speaker for TEC, an international organisations of CEO's, Managing Directors and Company Presidents.

Jude has a Masters in Instructional Technology and is a member of American Society for Training and Development (ASTD), American Association for Experiential Education (AEE) and Malaysian Society for Training and Development (MSTD).

He is certified on HBDI (Hermann Brain Dominance Instrument) and PAPI. He is an accredited facilitator for Total Inter Action, an Australian consultancy firm facilitating their workshops in SE Asia. He is familiar with the following psychometric instruments; Myers-Briggs Type Indicator (MBTI), Belbin Team Roles.

Fees

IABC Malaysia members : RM500 per person
Non IABC members : RM700 per person

Limited to 15 seats only and on a first come first serve basis. Please note that seats are also limited to 2 representatives per organisation.

Special Offer

This year, IABC will be organising two more workshops on topics that matters to communications practitioners today. Participants who attend our first workshop will be entitled to a 20% discount when registering for our upcoming workshops.

Payment Modes

A. Make your cheque payable to IABC Malaysia Chapter and despatch it to IABC Malaysia Chapter Secretariat c/o Unit 507 Block D, Phileo Damansara 1, No. 9 Jalan 16/11, 46350 PJ.

OR

B. Bank in your payment to Alliance Bank (Account number 121090010040675) and fax a copy of your bank-in slip to 03-76600460 for the attention of Sally.

Please note that a receipt will be issued. No invoice will be raised.