

The Master Presenter

Workshop based on Research from more than 8,000 Presentations

Are your
presentation skills
KILLING YOU
and Keeping You
from greater
Buy-In?



Research has Revealed !

Presentation Savvy is the most critical communication skill needed to move up in today's business environment, according to a national survey of 725 upper and middle managers.

A study by Roffey Park finds that 84.6% of the 372 managers surveyed believe that skilled communicators make good leaders. Making this the most favoured quality.

BE EQUIPPED With The 7 Keys To Creating Powerful Presentations !

I generally am very nervous whenever I need to do a presentation. However, after having acquired new insights and skills from this workshop, I am really looking forward to my next presentation. Kudos to you, Joseph!
...Snr Manager, Singapore Land Authority

BENEFITS OF WORKSHOP

- **REDUCE** preparation time by 50%
- **CRAFT** short and concise scripts
- **BECOME** a more confident speaker
- **DELIVER** effective & interesting presentation
- **CREATE** powerful slides that enhances
- **BE** coherent
- **OVERCOME** nervousness
- **OBTAIN** buy-in
- **EXUDE** confidence
- **MAKE** a dry topic interesting
- **ARTICULATE** ideas clearly
- **DEVELOP** rapport & trust with your audience
- **CONNECT, Engage & Captivate** your audience

7 Keys to Powerful Presentations

FREE: Presentation Toolkit
for preparing, organizing & planning
your next presentation



ACQUIRE ADVANCED SKILLS:

- ü 10 transitions that help your audience follow your message
- ü 10 things that add life to your presentation and keep interest levels at their peak
- ü 10 techniques to handle difficult questions and maintain your cool
- ü 10 strategies to deal with hostile audiences and disarm hecklers
- ü 11 different types of visuals and when to use each for maximum effect
- ü 12 delivery habits that always annoy listeners and how to avoid them
- ü 16 little-known tips for information to help you customize your message
- ü 21 presentation practices that interacts and engage the audience
- ü 28 techniques that show the audience how you provide value
- ü 32 strategies that quickly and effectively generate your content

BRIEF PROGRAM OUTLINE

No matter your experience or presentation ability, with the right system, anyone can be successful as a presenter. Now you can master the system through an interactive, hands-on 1-day workshop.

The 7 Keys to Powerful Presentations System is based on the research from over 8,000 presentations & the result of over 19 years of research, analysis & testing.

09:00	Successful presentations characteristics
10:30	Networking Break
STRATEGIZE:	<ul style="list-style-type: none">• Define presentation objectives• T.A.R.G.E.T. message development• Execute Presentation Analysis Profile™
ANALYZE:	<ul style="list-style-type: none">• Developing an audience profile• Audience response strategies• Crafting an audience-centered message
ORGANIZE:	<ul style="list-style-type: none">• Develop powerful intros & conclusions• Arranging the presentation• Develop modular strategies
1:00	LUNCH
VITALIZE:	<ul style="list-style-type: none">• Providing proof of concept• Use of anecdotes, narratives and examples• Make sense of statistics & technical info
VERBALIZE:	<ul style="list-style-type: none">• Developing a language strategy• Write for the ear• Language that resonate with your audience
3:30	Networking Break
VISUALIZE:	<ul style="list-style-type: none">• I.M.P.A.C.T. principle on visuals• Keep visual aids from becoming distractions• Create both technical & non-technical visuals
DRAMATIZE:	<ul style="list-style-type: none">• Add impact to the message• Unlock the secrets to persuasive delivery• Overcome nervousness
4:45	Question & Answer, Summary and Evaluation
5:00	END

The Master Presenter



JOSEPH SOMMERVILLE PhD

As the leading authority on the language of influence, Dr. Joseph Sommerville shows professionals how to increase visibility, credibility and sales through more effective communication.

Joe's unique programs are based on research from over 8,000 presentations. Since 1984, he's been showing professionals how to create more persuasive messages. Clients call his programs "street-wise, results-driven and expertise-based."

Consistently rated as a top presenter, participants give high marks to his insights into key business issues, his interactive programs and his practical advice. He is the author of several articles on how to communicate strategically

Who Should Attend:

All who have to make presentations to different kinds of audiences in the government, private and non-profit sectors, including senior and mid-level managers & senior executives.

TESTIMONIES

"Absolutely Excellent Content!"

...General Manager, National Healthcare Group

"Interesting programme. Trainer was able to share useful tips and that I can employ straight away in my next presentation."

...Senior Manager, Media Development Authority

"This is one trainer that really does the work. Share the knowledge with us, get us excited to do better in our next presentation. I really learn something."

...Operations Manager, Singapore Management University

"I like the way the lecture material was delivered by the trainer. Dr Joseph was very knowledgeable and he was very effective in highlighting important concept."

...Assistant Director, Police NS Department

"Dr Joseph's delivery is lively and is able to capture your attention. The points given are insightful and are very likely to going to help me in my future presentations."

...Project Manager, Infocomm Development Authority of Singapore

"The presentation is interesting & captivating. The examples used are very useful & aid my understanding of the subject / topic better. Congrats!"

...Department Head, Central Narcotics Bureau

"Lives up to the promotional materials."

...Project Manager, Defence Science & Technology Agency

"Course was beneficial in that I have learnt that preparation is the key to a good presentation"

... Senior Manager, Workforce Development Agency

"It was a great program! Certainly useful. Speaker is engaging."

...Director, Education, Singapore Discovery Centre Ltd

"Excellent workshop! Really worth the time and effort to attend."

...Assistant Superintendent, Singapore Police Force

"Very interesting and lots of tips for people wanting to be a good presenter"

...Head of Admin, Institute of Technical Education

MORE Testimonies.. Click [HERE](#)

The Master Presenter

OPTIONAL: Voice Mastery workshop

31 Mar 2010, 9am – 5pm

Voice Mastery is the 2nd day of our 2-day workshop on presentation skills. These workshops are modularly designed and you can attend either or both. **While The Master Presenter gives you the tools to craft a 'perfect' presentation document and script, Voice Mastery helps you infuse shades of deeper meaning to words you have on paper.**

Just as our eyes are attracted to all things beautiful, our ears are drawn to great sound and voices. Those of us who watches American Idol on TV do get mesmerized by a good voice from time to time and found ourselves immersing into the words from the singer. At times, we are put-off by bad singing and shut our ears from more torture although the aspiring American Idol is still singing. We know those song lyrics are meaningful and great but would rather not listen to them if the voice that sings is bad.

The same is true when we speak to a group of people. They came to listen and learn something important and meaningful but will start to shut down the moment an uninteresting and monotonous voice appears. It doesn't matter to your audience how long you have spent preparing or how important those messages are, their minds will start to drift and you lose them. Your power to ignite your audience's imagination or interest is completely lost and you have failed to achieve your goals.

The words looked wonderful on paper and appear convincing but why was the audience found lacking in enthusiasm? Why was your message lacking impact and power as appeared in your written script?

This one-day workshop is designed to get your voice heard in meetings, giving dynamic presentations, telephone conversations or being more influential in your social or business environment. Your voice plays an essential role in commanding the attention of your listeners.

Download [Voice Mastery](#) workshop brochure & registration form or visit www.maitreallianz.com or call +(65) 6100 0621 for more information.



Yours FREE*

When you sign-up for both workshops. Past participants of The Master Presenter will get a copy each.

*Limited to first 15 sign-ups

"Whether you're a novice speaker or a seasoned pro, you'll find Dr. Sommerville's new book (Rainmaking Presentations) a treasure of tested tools and tips that will clearly enhance your next presentation. In a highly readable and pragmatic way, he shows us how to bring life to any talk and how to impact our audiences in an engaging way." - Edward E. Scannell, CMP, CSP, Past President, National Speakers Assn., Co-Author-McGraw-Hill's "Games Trainers Play" series

About Your Trainer

Mr. Joe Augustin has been a media professional for more than 20 years starting his radio career as a guest DJ in Brunei Darussalam. He went on appear on community radio in Australia before returning to Singapore to launch a new radio station for the Radio Corporation of Singapore, Class 95 in 1990.

Joe went on to host the morning show with partners like Vera Lim, Melissa Hyak, Jessica Soo and eventually The Flying Dutchman creating a new standard in morning radio for Singapore. He was also the voice that changed the way TV trailers were done in Singapore.

He has appeared as the voice on literally hundreds of TV and Radio commercials and corporate videos. Joe is also the official voice of cable channels such as CNBC, Cinemax and HBO.

*"...for me to be the commentator guiding the audience through it this is year is just thrilling! I'm really looking forward to meeting the various teams and their pilots in the days leading up the 2010 Singapore Airshow"
... Joe Augustin on he felt to be involved in the 2010 Singapore Airshow.*

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30 March 2010 • 9am – 5pm • Holiday Inn Singapore, Orchard City Centre

Enquiries, please contact: **Anna Oh**

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Email: anna@maitreallianz.com

Qty	WORKSHOP (Price Per Person)	Total Price
	Normal : S\$ 795	S\$
	Early Bird: S\$ 695 (by 30 Feb 10)	S\$
	Group of 3: S\$ 655	S\$
	5% Admin Fee	S\$
	Total	S\$

DELEGATE 1

Name: Mr / Mrs / Ms / Dr

Email: Tel:

Job Title: Dept:

DELEGATE 2

Name: Mr / Mrs / Ms / Dr

Email: Tel:

Job Title: Dept:

DELEGATE 3

Name: Mr / Mrs / Ms / Dr

Email: Tel:

Job Title: Dept:

DELEGATE 4

Name: Mr / Mrs / Ms / Dr

Email: Tel:

Job Title: Dept:

CONTACT PERSON

Name: Mr / Mrs / Ms / Dr

Email: Tel:

Job Title: Dept:

Organization:

Street: Unit:

Building: Postal Code:

PAYMENT TERMS

CHEQUE: make payable to
Maitre Allianz Pte Ltd

Bank Transfer: Maitre Allianz Pte Ltd
UOB, Rochor Road Branch
Account No: 147-3020-918

- ♦ Payment must be made in Singapore Dollars
- ♦ Payment is required within 5 working days on receipt of invoice
- ♦ Bookings within 10 working days before event – cash payment only

CANCELLATION, NO-SHOW, POSTPONEMENT & SUBSTITUTION POLICY

Substitution is allowed at any time. No refund for cancellation or No-Show. Absentee or No-Show will be charged the full course fee. Cancellation must be made in writing. 100% credit will be given for cancellation received more than fourteen (14) days prior to event. Credit is valid for 12 months from date of issue. No credits for cancellation received less than fourteen (14) days prior to event. If we cancel or postpone an event, 100% credit will be given to all who have paid. Credit is valid for 12 months. We shall assume no liability whatsoever if this event is altered, rescheduled, postponed or canceled due to a fortuitous event, unforeseen occurrence, or any other event that renders performance of this event inadvisable, illegal, impractical or impossible. For purpose of this clause, a fortuitous event shall include but not limited to: an Act of God; governmental restrictions and /or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance and/or riots; curtailment, suspension, and/or restriction on transport facilities / means of transportation; any other emergency.

YOUR DETAILS: All details required for registration are mandatory. If you spot an error, kindly notify us by **calling 9119 2176** or email : anna@maitreallianz.com

SPEAKER CHANGES: Speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitution, alterations or cancellation of the speakers and/or topics. As such, we reserve the right to alter or modify the advertised speakers and/or topics if necessary. Any substitution or alteration will be reflected in our web page as soon as possible. All delegates or their representative will also be notified.

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Kindly contact **8157 3496** or email jeff@maitreallianz.com

NOTE: If you did not receive our email confirmation 1 week before our event, kindly call 9119 2176

Signature / Date