



MARKETING  
INSTITUTE OF  
SINGAPORE  
Training Centre

## EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009



# COMMUNICATIONS

## Public Speaking – Mastering the Art of Writing & Delivery



### Why You Should Attend This Course:

Presentation and writing skills are two essential ingredients in communicating effectively to large and small audiences from weekly team meetings to client presentations, after dinner speeches or global conferences. When you are able to present and write persuasively as your organisation's or team's representative, your company and your position will be well ahead of the competition.

This two day course will give you some tools and techniques to improve your presentation material, as well as the confidence to be able to deliver it irrespective of the audience.

### Learning Outcome:

At the end of this course, YOU will be able to achieve the following:

- Prepare, plan, organise, write and effectively deliver spoken text
- Speak confidently and clearly
- Develop ways to keep your audience on the edge of their seats
- Create a great first impression and keep it credible
- Develop techniques to overcome nervousness
- Assess an audience fast and adapt your style as necessary
- Find your preferred presentation style

### Who Can Benefit?

- Managers and executives who have to prepare and deliver presentations both internally and externally
- Managers who have identified areas in their presentations that could do with development
- Managers who are nervous about public speaking, and would like help with developing presentation material
- Managers who would like to develop credibility as a public speaker
- Managers who wish to influence people

### Course Outline:

- Setting the Scene – creating the right environment for presenting
- Presentation structure – a simple framework
- Cascading Information – how to write with a punch
- Characteristics of an influential and persuasive presenter
- Using literary techniques effectively
- The differences between written and spoken language

- Understand the key principles behind high impact presentations and speeches
- Coping with nerves and the power behind the voice, image, language and body language
- Emphatic communication to include observation, questioning, listening and feedback
- Practice both presentation material preparation and delivery
- Peer review and evaluation
- Dealing with the Q&A sessions

### Trainer's Profile

**Lotte Poole** is a lively presenter of high-energy, interactive workshops. She brings to the workshops more than 20 years experience in senior positions in organisations in Australia, the UK, the US, the Philippines, Korea, Hong Kong, Malaysia and Singapore. She is an accredited trainer and assessor (WDA Singapore), accredited NLP Practitioner (ANLP), holds certification in Event Management (University of Technology, Sydney), is a toastmaster, and a Coach-U coach. She has experience with profiling and personality assessment tools such as MBTI, TMS and FIRO B.

Lotte works and facilitates with teams and individuals to realise their personal and professional potential. During her career, Lotte has worked across a variety of vertical sectors including financial services, hospitality, IT, insurance, publishing and PR and not-for profit organisations.

Her particular expertise during her corporate career included working on business and communication strategies, transition and transformation, leadership skills, employee engagement and culture change. Lotte has held various senior positions and has set up and run successfully five companies in event management, accommodation and hospitality, public relations, training and consultancy.

**Date:** 24 & 25 Aug 2009  
19 & 20 Nov 2009

**Time:** 9.00am – 5.00pm

**Venue:** Anson Centre, 51 Anson Road #03-53

#### Course Fee:

- S\$780.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

## FOR COURSE ENQUIRY

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
**6327 7586**

Fax:  
**6327 9741**

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

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

Public Speaking - Mastering the Art of Writing & Delivery		<b>*Approved for SDF funding (for SMEs only)</b>	
<input type="checkbox"/> 24 & 25 Aug 2009	<input type="checkbox"/> 19 & 20 Nov 2009 (9.00am to 5.00pm)	Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
S\$780 (subject to 7% GST)		Includes lunch and refreshments	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
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"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

### Administrative Details

#### Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

#### MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

#### Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7583/582/586.

#### SDF Application

SDF application must be sent in **2 DAYS BEFORE** commencement of the course, to do so, companies have to register online with SDF at [www.sdf.gov.sg](http://www.sdf.gov.sg) before the start of the course.

Please indicate on this application form if you are going to apply for SDF so as to facilitate the administrative details for registration. In the event that application for SDF is not approved, the company will be liable to pay MISTC the balance amount of the course.

#### Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

#### Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

## FOR COURSE ENQUIRY

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

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