

# Babel

LANGUAGE AND CULTURAL TRAINING



Our International Presentations Skills course will enable delegates to become more effective and powerful international presenters. The programme will focus on knowing your audience thoroughly, identifying the right message, and making sure it hits home. Delegates will learn how to adapt their presentations to different international audiences. They will examine how to keep their audience's interest and attention throughout the presentation, by using their voice, body language, structure, and visuals effectively. In addition, they will practise keeping control and handling questions.

This course will be ideal for anybody who needs to improve their skills when making presentations to international audiences, whether senior or junior in the organisation. They could be experienced presenters who wish to polish up their skills, or less experienced, who need to learn and practise the tools and skills of successful presentation.

The training can be run as a one or two-day programme. The two-day programme allows for much greater practice and feedback, which are essential to delegates' progress and increased confidence in making presentations.

By the end of the course, delegates will:

- Have examined their presenting strengths and weaknesses, and received feedback on their performance
- Have practised different ideas and tips to further improve their presentations
- Have greater confidence in making memorable and interesting presentations
- Be able to convince, motivate and influence their audiences
- Be able to identify the right message, and communicate it powerfully and interestingly
- Understand when and how they need to adapt their presentations to international audiences.

## INTERNATIONAL PRESENTATION SKILLS

### COURSE OUTLINE

#### Course Duration

Face-to-face: 1 or 2 days.

#### Group Size

We recommend a maximum group size of 6

#### Course Fee

Our fees depend on the course duration, how many participants will be attending and the scale of the overall programme. We are happy to work within a defined budget.

#### Contact

Sue Curry  
Director

E: [sue.curry@babelgroup.co.uk](mailto:sue.curry@babelgroup.co.uk)

T: 020 8295 5877

W: [www.babelgroup.co.uk](http://www.babelgroup.co.uk)

### Appealing to your audience

- What makes a good presentation? Brainstorming and discussing the keys to a successful and memorable presentation.
- Presentation 1 - Deliver a two- minute “Elevator Message” to a specific audience.
- How do you adapt your speech to fit the needs, interests, prejudices and expertise of your audience. Identifying what your message will be, and ensuring it is punchy and memorable.
- Presentation 2 – deliver a three- minute presentation with a powerful message to a specific audience.
- Keeping your audience’s attention. What do people remember during a presentation? How should you structure your speech to make sure your audience remembers your key points? What should your Introduction, Main Body and Conclusion contain?
- S.N.A.P. (Situation, Needs, Alternatives, Proposal) – a simple, persuasive, memorable way of structuring your message.
- Presentation 3 – Prepare and present the introduction to a longer presentation.
- Choosing the right language – What kind of language is appropriate for your audience? What examples and anecdotes, similes and analogies will they appreciate and remember? When presenting to an international audience, how do you make sure you are using Global English to help the audience understand you without difficulty?

### Presenting Internationally

- Personal Preferences questionnaire – An exercise that identifies different cultures’ preferences. Applying these preferences when preparing your presentation to a different culture.
- Cultural expectations - What do different cultures expect from a presentation? How can you ensure you meet those expectations?

### Getting your message across

- Making yourself sound and look good – Voice and breathing exercises to help you inject life, depth and warmth into your speech. How can you stop looking and sounding nervous? How do you make your arms and hands, eyes and head work for you and not against you?
- Presenting to large audiences – Preparing for and managing large audiences. Using the podium. Speaking to microphone. Keeping contact with large audiences.
- Handling questions successfully – Making sure the audience get the answers they are looking for. Knowing how to handle questions you don’t know the answers to. Handling difficult audience members. Keeping control. Keeping your confidence during tough questioning.
- Final presentation – Prepare and deliver a complete presentation, with visuals, to a specific audience, and answer questions, on video, and receive detailed feedback.



## Language Training

Babel offers inspiring and interactive lessons in all major languages from Beginners to Advanced. Tailored to your own specific goals and scheduled at a convenient time, you'll receive support and motivation from your own native-speaking tutor.

## Cross-Cultural Training

Cultural competency is a skill for anyone working in a global organisation. We help people recognise and understand the inevitable cultural differences they encounter and develop the skills necessary to successfully manage these differences.