

Presentations are moving On-Line. In the past if you had something to sell or communicate you'd often make a Presentation, but now Presenting is moving out of the Office, Boardroom or meeting room onto the Internet, where many more attendees can be engaged, cheaply, quickly and easily. **But presenting online is not the same as presenting in a room;** on-line attention spans are far shorter. Do a bad on-line Presentation and you'll have your audience switching off in seconds. In these four highly interactive two-hour sessions, spread over two weeks, you will learn how to produce and deliver your presentation on-line in a way that will keep your audience focussed, deliver your message with confidence and greatly improve your on-line Presentation Skills.

Session: 1 An intro to Presenting On-Line

- **Is On-Line Presenting different ?**
*What are the differences on-line ?
Why these differences require a new approach to Presenting.*
- **Understanding the tools and methods**
Tools and software to deliver on-line presentations
- **Does it have to be a Slideshow ?**
The benefits (and pitfalls) of doing things differently
- **Knowing your Audience**
*Who's at the other end ?
What most attendees do in On-Line presentations.
Strategies to keep your audience engaged.*
- **Knowing your subject**
*Being clear about your message.
What do you want your audience to do ?*

Session: 3 Delivering your presentation

- **Finding your Voice**
*Using Audio On-Line, managing the equipment.
Your voice and other noises.
The intro and the outro.
Webcams – not just a Talking Head*
- **The Confidence Trick**
*How you can stay calm on-line.
PPPPPPPerformance!
Feel the fear (and do it anyway).*
- **When things go wrong**
*Under and Over running.
What if they can't hear me?
Disaster recovery.*
- **First and last Impressions**
*"Well begun is half done".
Handling questions.
The last thing your attendees should see and hear.*

Session: 2 Visual Presentation Design

- **Good and Bad design**
*Why 80% of online presentations are so bad.
What makes good presentation design.*
- **Brain Theory and Cognitive Load**
*The on-line attention span.
Why a Salami can help.
How do you eat an Elephant ?*
- **Your message - visualised**
*What is a Picture worth?
Where do you find the Images ?*
- **Colour, Graphics and Text**
*Colour me beautiful.
The invisible messages your presentations carry.
The Font of all knowledge ?*

Session: 4 Presentation Workshop

- **Interactive Workshop**
In this last session we'll work with you on your On-line Presentation. You'll produce a short (less than 10 slide) presentation which you will deliver to us and fellow attendees. We'll then critique your Presentation giving you tips and strategies to improve.
- **Q & A Session**
Throughout the course we'll be answering questions as they arise, but this is an opportunity to ask specific questions and pick our brains about the best ways to deliver your Online-Presentations
- **Recap and Resources**
*Further On-Line help for Presenters
The start of your On-Line presenting Journey*