



## UPFRONT: PERSUASION THROUGH PRESENTATION

*Upfront: Persuasion through Presentation (PTP)* is a hands-on, results-oriented two-day workshop focusing on both enhancing content development and mastering the delivery techniques that will persuade your clients to take action!

*“With these tools I now look forward to giving my next presentation”* T. Melville, Marsh

**BENEFITS:** *by attending PTP, you'll learn how to:*

**Integrate Visual Aids** – how to select the best visual aids, and use them effectively in different contexts.

**Groundwork** – how to design the presentation for audience needs and questions and how to prepare yourself.

**Self Management and Delivery Skills** - how to project credibility and confidence; how to master nerves; how to use your voice, movement, and eye contact to enhance, rather than undermine, a presentation.

**Engage** – how to engage the audience with a captivating opening, a clear agenda, and a call to action.

**Develop** – how to deliver a clear, concise, compelling message using persuasive elements. How to connect key points with audience interest, and how to transition between them.

**Close** – how to summarise key points for optimum retention, call for audience action, and captivate the audience with a powerful close.

**PTP is a practice-rich workshop** and includes videoed presentations, one-on-one coaching, planning tools, checklists and an entire module dedicated to self-management and *mastering your nerves*.

Using your own existing business opportunities or upcoming presentations, you will be able to apply and demonstrate the key teachings by preparing and delivering a short presentation.

The program adapts to the style of each participant to optimise natural talents and eliminate unconscious distracting behaviours.

### **VENUE**

**SYDNEY CBD**  
Thurs 19<sup>th</sup> & Fri 20<sup>th</sup>  
February 2009  
8.30 am – 5.00 pm

### **INVESTMENT**

**\$1,145 excl. GST**  
**Price Includes:**  
**All materials, DVD, and catering**

### **CONTACT**

**Nikki Curtin**  
**Ph: 02 9232 4124**  
**nikkicurtin@wilsonlearning.com.au**

### **VISIT OUR WEBSITE**

**wilsonlearning.com.au**

### **About Wilson Learning**

For over 40 years, Wilson Learning has specialised in soft-skill development.

We are passionate about improving performance through people – helping people develop the skills and find the satisfaction needed to do their jobs effectively and enthusiastically.

Our solutions include ready-to-use training programs, e-learning solutions and development support tools for sales, leadership, negotiation, presentations, social styles, customer service and management.

## WILSON LEARNING OPEN WORKSHOPS REGISTRATION FORM

**Please complete your registration form and reply to Wilson Learning by:**

**Fax:** (02) 9232 4128

**Email:** [nikkicurtin@wilsonlearning.com.au](mailto:nikkicurtin@wilsonlearning.com.au)

**Mail:** Wilson Learning Australia Pty Ltd, P O Box H247 Australia Square NSW 1215

**For more information, please call Wilson Learning on (02) 9232 4124**

### UPFRONT: PERSUASION THROUGH PRESENTATION

Name:	Surname:	
Position:		
Organisation:		
Address:		
Suburb:	State:	Postcode:
Business Telephone:	Mobile Number:	
Email:		
Name of Workshop:	<b>UPFRONT: PERSUASION THROUGH PRESENTATION</b>	
Date of Workshop:	<b>19 &amp; 20 February 2009</b>	
City of Workshop:	<b>SYDNEY</b>	
Authorising Signature:		
<input type="checkbox"/> Please invoice my organisation \$_____ (plus GST) per participant (incl. materials and catering)		
<input type="checkbox"/> Bankcard <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard		
Card No: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
Expiry Date: <input type="text"/> / <input type="text"/>		
Card Holders Name:		
Card Holders Signature:		

**Payment:** Once we receive your booking, your place is automatically reserved. Payment is required before the workshop commences.

**Cancellations:** Should you be unable to attend, a substitute delegate is welcome. A service fee of \$100 may be charged and in the case of re-profiling an additional cost of \$150 will be incurred. One deferral is permitted at no charge provided written notification is received more than 14 working days prior to the event. Deferrals within 14 working days of the event will incur a service fee of \$100 for each day of the workshop. Cancellations within 11-20 working days incur a 50% service fee and cancellations within 0-10 days incur a 100% service fee. **N.B.** Workshops are subject to change in the case of insufficient participant numbers.

<b>WLA Office Use Only</b>	
WLA SRC No: _____	WLA Invoice No: _____
Signature: _____	Date: _____
Name: _____	Position: _____