

Powerful Presentation Skills Workshop

Date: 9th – 10th May 2012

Venue: PARKROYAL, Kuala Lumpur

Workshop Description

Doing presentations is a common task for most Executives today. Whether it is to the Boss, the Client or to Colleagues, this is a task that all Executives want to excel in. A good presentation will get the approval, close the deal and receive the recognition. However for many doing a presentation is a dreaded affair as they do not know what to do.

This workshop will show you how delivering a powerful presentation is about practice and following certain techniques. Using these techniques delivers interesting and entertaining presentations persuasively will be easy. Ultimately expanding your influence and winning the audience over.

Workshop Objectives

- Develop powerful, dynamic and persuasive presentations
- Overcome stage fright with appropriate theatre techniques
- Aware of individual strengths and weaknesses in delivering presentations
- Understand the importance of effective use of appearance, voice and body language
- Increase influence over the audience
- Build passion, enthusiasm and conviction presenting to all types of audience

Who Should Attend?

- Managers
- Executives
- Sales Professionals
- Customer Service Professionals
- Marketing Professionals

Powerful Presentation Skills Modules

Module 1: Introduction to Powerful Presentation Skills

- 1st Presentation: Assessing Your Presentation Skills
- Understand What Makes A Presentation Effective: The Good and The Bad
- Developing Your Own Presentation Style

Module 2: Developing First Impressions & Credibility

- Exercise: Strategies to Overcome Stage Fright – Gibberish
- The 3 Key Elements to Develop Positive First Impressions – Appearance, Body Language & Voice Tone
- The 5 Must Haves to Develop Solid Credibility: Integrity, Expertise, Empathy, Enthusiasm & Experience
- 2nd Presentation: Individual Presentation Within a Team Presentation

Module 3: Developing Body Language & Vocal Techniques

- Exercise: Strategies to Speak Like a Award Winning Speaker – Acting 101
- Exercise: Developing Pleasant Eye Contact & Facial Expressions
- Exercise: Developing Powerful Hand Gestures
- Exercise: Developing Strong Body Posture & Movement
- Exercise: Developing Powerful Speakers Influential Voice Tone

Module 4: Developing Presentation Structure

- Exercise: Strategies to Stay Focus on Your Message: Mind Mapping
- Determining the Purpose By Understanding Your Audience - to inform or to persuade
- Exercise: Organizing the Presentation Structure and Flow: The Introduction, Body and Conclusion
- 3rd Presentation: Prepared Presentation With Specific Topic

Module 5: Strategies for Effective Delivery & Execution

- 4th Presentation: Impromptu Presentation With A Given Item: “The Bag of Tricks”
- 5th and Final Presentation: A 5 Minutes Prepared Presentation that Is Work Related

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

| | |
|---|-----------------------|
| 0830 | Registration |
| 0900 | Workshop Begin |
| 1030 – 1045 | Morning Refreshment |
| 1300 – 1400 | Lunch |
| 1530 – 1545 | Afternoon Refreshment |
| 1700 | End of Workshop |
| <i>Chronology applies for Day 1 and Day 2</i> | |

Facilitator Profile



Ernie Chen
Asia's No. 1 Business Coach, TV & Radio Personality,
International Speaker & Serial Entrepreneur, Group CEO

Ernie serves as the Founder/ Group CEO of ATCEN Education Group– a leading regional service provider of people development and outLOUD Entertainment & Media Communications Group. Ernie has a MA in Communication, BA in Mass Communication, BA in Theatre, a Certified Image Consultant and Global Certified Support Manager from America, and is presently pursuing his DBA in Marketing Management. Alongside his Professional Membership with the Malaysian Association of Professional Speakers, he has more than 20 years of experience working with outsourcing, mass communication, people development, entertainment, education and training industries. Ernie is an entrepreneur and professional salesman that have sold his ideas successfully, a professional manager that delivers results, a performance coach that help others achieve high performance and motivator extraordinaire that helps people believe in themselves worldwide.

Ernie is a TV & Radio personality, International Speaker and Serial Entrepreneur. He is better known as Asia's No.1 Business Coach by his peers, colleagues, customers, partners, friends and students for his enthusiasm in building people, brands, businesses and one of the most powerful and dynamic speakers from Asia. Ernie is an expert, well-known persuasive communication, sales & service strategist and practitioner. He is also a world traveled speaker with a proven track record in leading speaking engagements and a frequent speaker at national and international conferences. In the last 10 years, he has inspired motivated and trained thousands of people to reach personal and professional fulfillment and career transformation. Utilizing individual, group, and executive coaching, workshops, and consultations to businesses; he coaches his clients to prosper in their career, advancing them up their career and life.

Ernie is the Founder/ Group CEO of the ATCEN Group of Companies that consist of ATCEN Ventures Sdn Bhd (the Holding & Investment Company), ATCEN Sdn Bhd (a Consulting, Education and Outsourcing Company), ATCEN Communications Sdn Bhd (a Brand, PR & Marketing Communication Agency), outLOUD Studios Sdn Bhd (a Entertainment & Media Communications Company), Training Touch Sdn Bhd (a Team Event & Adventures Company), DreamTalents Media Sdn Bhd (a Film & TV Production House), Seri Mahligai Sdn Bhd (Recruitment & Executive Search) and Leadership Asia Sdn Bhd (Leadership Development Center).

Ernie is also one of the hardest working man in show business, perfecting his act at theatres, clubs, corporate & dinner functions, colleges and product launches in the country. Ernie has also appeared in numerous radio and television commercials locally and internationally. He has also directed TV programs ranging from dramas, comedy, TV Commercials, Corporate Videos and an award winning director. Ernie has worked in nearly every performing capacity as an announcer, reporter, talk show host, man-on-the-street, television presenter, actor, emcee, writer, producer and music producer. Ernie's intelligent wit, charm, spontaneity and performance style landed him roles in local sitcoms such as "Kopitiam," "Show Me The Money", "Each Other" and "Table For Two" and recently "The Firm." The His success and achievements have been featured in TV1, TV2, TV3, NTV7, 8TV, Astro, Hitz FM, Fly FM, BFM, FHM Magazine, Channel V, The Edge, News Straits Times, Berita Harian, Harian Metro, The Star and The Sun Malaysian newspapers and numerous magazines.

Clientele

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
 Affin Bank Berhad
 Aims Data Centre Sdn Bhd
 Airfoil Services Sdn Bhd
 Ajinomoto (M) Bhd
 Alcan Packaging Malaysia
 Alcatel-Lucent Malaysia Sdn Bhd
 Alliance Banking Group
 Allianz Life Insurance Malaysia Berhad
 ALSTOM Asia Pacific Sdn Bhd
 Amanah Raya Berhad
 AmBank (Malaysia) Berhad
 AmG Insurance Bhd
 AmLife Insurance Berhad
 Amway (M) Sdn Bhd
 Arachem Tech Training Centre
 Autoliv Hirota SRS Sdn Bhd
 Automobiles Peugeot
 AXA Affin General Insurance Bhd
 Axon Solutions Sdn Bhd
 Bank Islam Malaysia Bhd
 Bank Muamalat
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 BlueScope Steel (M) Sdn Bhd
 BMW Malaysia Sdn Bhd
 Boustead Petroleum Marketing Sdn Bhd
 Business Information Technology
 Byte Craft Sdn Bhd
 Canon Marketing (M) Sdn Bhd
 Celcom (M) Sdn Bhd
 Central Forwarding Agency Sdn Bhd
 Century Total Logistics Sdn Bhd
 Chemopharm Sdn Bhd
 CIMB Bank Berhad
 CL Computers (M) Sdn Bhd
 CMCM Perniagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate-Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSC Malaysia
 D G Kom Sdn Bhd
 Dagang Net Technologies Sdn Bhd
 Datacom South East Asia (M) Sdn Bhd
 Datacraft Advanced Network Services Sdn Bhd
 Dell Global Business Center Sdn Bhd
 DHL Express (Malaysia) Sdn Bhd
 Dialog Telekom Limited
 Diethelm (M) Sdn Bhd
 DiGi Telecommunications Sdn Bhd
 Dumex (M) Sdn Bhd
 East of Suez Holdings Sdn Bhd
 ECM Libra Investment Bank Berhad
 ECS Pericomp Sdn Bhd
 Edaran Tan Chong Motor Sdn Bhd
 e-Genting Sdn Bhd
 Entellium Technologies Sdn Bhd
 EON Bank Berhad
 EPF Social Security Training Institute (ESSET)
 EPIC-I Sdn Bhd
 EPS Computer Systems Sdn Bhd
 Ericsson Malaysia
 Etiqa Insurance Bhd
 Etiqa Takaful Bhd
 Euratech (Malaysia) Sdn Bhd
 Formis Software Dynamics Sdn Bhd
 Fresenius Medical Care Malaysia Sdn Bhd
 Frontline Technologies Malaysia Sdn Bhd
 FSBM Mantissa (M) Sdn Bhd
 Fuji Xerox Asia Pacific Pte. Ltd
 Fujitsu (Malaysia) Sdn Bhd
 Gagasan Carriers Sdn Bhd
 Gapurna Technologies Sdn Bhd
 Genting Information Knowledge Enterprise Sdn Bhd
 Global Transit Communications Sdn Bhd
 Group Associated (C&L) Sdn Bhd
 Grundfos Pumps Sdn Bhd
 Gucci (Malaysia) Sdn Bhd
 Guinness Anchor Berhad
 HeiTech Padu Bhd
 Hewlett-Packard Sales (M) Sdn Bhd
 Hilton Petaling Jaya
 Honda Malaysia Sdn Bhd
 ICI Paints (Malaysia) Sdn Bhd
 IITC Global Technology Sdn Bhd
 IMU Education Sdn Bhd
 InfoConnect Sdn Bhd
 ING Insurance Bhd
 interTouch (Malaysia) Sdn Bhd
 iPerintis Sdn Bhd
 Islamic Banking and Finance Institute Malaysia Sdn Bhd
 ISS Consulting (M) Sdn Bhd
 IT-365 Malaysia Sdn Bhd
 ITApps Sdn Bhd
 Jabatan Pengangkutan Jalan
 Jabatan Pentadbiran Latihan
 Jebson & Jessen Communication Solutions (M) Sdn Bhd
 Johnson Controls (M) Sdn Bhd
 Kannal Solutions Sdn Bhd
 Keretapi Tanah Melayu Berhad
 Khazanah Nasional Berhad
 Kolej Yayasan UEM
 Kualiti Alam Sdn Bhd
 Kurnia Insurance (M) Bhd
 Lafarge Cement Sdn Bhd
 Majlis Amanah Rakyat (MARA)
 Malayan Banking Berhad
 Malayan Cement Industries Sdn Bhd
 Malaysia National Insurance Berhad
 Malaysian Assurance Alliance Berhad
 Maxfame Technologies Sdn Bhd
 Mayban Fortis Holdings Berhad
 Mayban General Assurance Berhad
 MBF Cards (M) Sdn Bhd
 McKinnon & Clarke Sdn Bhd
 MEASAT Satellite Systems Sdn Bhd
 Media Prima Berhad
 MEPS (1997) Sdn Bhd
 Mesiniaga Bhd
 Mexter MSC Sdn Bhd
 Mid Valley City Sdn Bhd
 MISC Berhad
 Mitsui-Soko (M) Sdn Bhd
 MnEBay (M) Sdn Bhd
 MNRB Holdings Berhad
 Modipalm Engineering Sdn Bhd
 MOHR
 Malaysian Life Reinsurance Group Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corporation (M) Sdn Bhd
 NEC Corporation of Malaysia Sdn Bhd
 Netstar Advanced Systems Sdn Bhd
 OCBC Bank (M) Bhd
 OMD (M) Sdn Bhd
 Optimal Chemicals (M) Sdn Bhd
 Oracle Corporation (M) Sdn Bhd
 P&O Global Technologies Sdn Bhd
 PanGlobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang
 Pernecc Corporation Berhad
 Pharmaniaga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 Prometric Technology Sdn Bhd
 Proton Edar Sdn Bhd
 Prudential Services Asia Sdn Bhd
 Rangkaian Segar Sdn Bhd
 REDtone Telecommunications Sdn Bhd
 Rentwise Sdn Bhd
 RHB Bank Berhad
 Ricoh (Malaysia) Sdn Bhd
 Rohas-Euco Industries Bhd
 SAINS Sdn Bhd
 Samsung Malaysia Electronics (M) Sdn Bhd
 Sapura Research Sdn Bhd
 Sarawak Information Systems Sdn Bhd
 SCAN Associates Berhad
 Scope International (M) Sdn Bhd
 Shangri-La Hotels Marketing Sdn Bhd
 Shell IT International Sdn Bhd
 Shell Malaysia Trading Sdn Bhd
 Signature Manufacturing Sdn Bhd
 Skynet Worldwide (M) Sdn Bhd
 SnT Global Services Sdn Bhd
 Sony BMG Music Entertainment
 Southern Bank Berhad
 Standard Chartered Bank
 Star Publications (Malaysia) Berhad
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia
 Takaful Ikhlas Sdn Bhd
 Taylor's College Sdn Bhd
 Teknicast Sdn Bhd
 Teknik Janakuasa Sdn Bhd
 Teledirect Telecommerce Sdn Bhd
 Telekom Sales & Services Sdn Bhd
 Telekom Smart School Sdn Bhd
 Telshine Sdn Bhd
 Tenaga Nasional Berhad
 The Media Shoppe Bhd
 The Nielsen Company (Malaysia) Sdn Bhd
 TIME dotCom Bhd
 TM Asia Life (Malaysia) Berhad
 Tokio Marine Insurans (M) Bhd
 TT dotCom Sdn Bhd
 Tyco Fire, Security & Services Sdn Bhd
 UCB Pharma Asia Pacific Sdn Bhd
 UEM Academy Sdn Bhd
 United Overseas Bank (M) Berhad
 University of Malaya
 VADS Berhad
 ViewPoint Research Corporation Sdn Bhd

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**ATCEN Learning Centre, Damansara Perdana,
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TO REGISTER OR FOR MORE INFORMATION:

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