

COURSE OVERVIEW SS0178-4D Presentation & Communication Skills

Course Title

Presentation & Communication Skills

Course Date/Venue

June 15-18, 2025/Meeting Plus TBA, City Center
Rotana Doha, Doha, Qatar

Course Reference

SS0178-4D

Course Duration/Credits

Four days/2.4 CEUs/24 PDHs



Course Description



80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

This course is designed to provide participants with a detailed and an up-to-date overview of Presentation & Communication Skills. It covers the importance of communication including verbal and non-verbal communication, communication barriers and how to overcome them and active listening and its role in communication; the audience needs and expectations, tailoring content to audience interests, building rapport with different types of audiences and reviewing audience feedback and its importance; and setting clear communication objectives by defining your purpose, developing key messages, structuring your presentation to meet objectives and aligning presentation content with desired outcomes.



Further, the course will also discuss how to organize your presentation by creating a flow that holds attention, using transitions to link ideas and time management for presentations; overcoming nervousness and building confidence and techniques to overcome nervousness; the visualization and relaxation strategies and building self-confidence through practice; the principles of persuasion and the role of ethos, pathos and logos in persuasion; and how to establish credibility in presentations and mastering verbal communication techniques by choosing the right words, pauses in communication and using emphasis to highlight key points.



During this interactive course, participants will learn to organize ideas for clear communication, simplifying complex information for clarity and the effective use of stories and examples; the role of humor in clarity and engagement and techniques for improving vocal variety, breathing exercises for stronger voice control, projecting your voice without straining and managing volume and pitch for impact; the persuasive arguments, enhancing audience engagement and handling difficult questions and challenges; the role of non-verbal communication, using visual aids effectively and creating engaging PowerPoint slides; the proper gestures and movements during presentations, building emotional connection through non-verbal cues and dealing with presentation fatigue; the advanced presentation techniques, managing stage presence and handling difficult audiences; preparing and managing Q&A sessions, handling difficult or challenging questions, reframing questions to suit your presentation and keeping the Q&A session on track; practicing before presenting and techniques for self-critiquing and improving; accepting and using feedback constructively; and rehearsing with peers for constructive criticism.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on presentation and communication skills
- Discuss the importance of communication and identify verbal and non-verbal communication, communication barriers and how to overcome them and active listening and its role in communication
- Identify audience needs and expectations, tailor content to audience interests, build rapport with different types of audiences and review audience feedback and its importance
- Set clear communication objectives by defining your purpose, developing key messages, structuring your presentation to meet objectives and aligning presentation content with desired outcomes
- Organize your presentation by creating a flow that holds attention, using transitions to link ideas and time management for presentations
- Overcome nervousness and build confidence through identifying and understanding stage fright, techniques to overcome nervousness, visualization and relaxation strategies and building self-confidence through practice
- Discuss the principles of persuasion, the role of ethos, pathos and logos in persuasion and how to establish credibility in presentations
- Master verbal communication techniques by choosing the right words, pauses in communication and using emphasis to highlight key points
- Organize ideas for clear communication, simplify complex information for clarity and discuss the effective use of stories and examples and the role of humor in clarity and engagement
- Apply techniques for improving vocal variety, breathing exercises for stronger voice control, projecting your voice without straining and managing volume and pitch for impact
- Develop persuasive arguments, enhance audience engagement and handle difficult questions and challenges

- Discuss the role of non-verbal communication, use visual aids effectively and create engaging PowerPoint slides
- Apply proper gestures and movements during presentations, build emotional connection through non-verbal cues and deal with presentation fatigue
- Carryout advanced presentation techniques, manage stage presence and handle difficult audiences
- Prepare and manage Q&A sessions, handle difficult or challenging questions, reframe questions to suit your presentation and keep the Q&A session on track
- Practice before presenting, apply techniques for self-critiquing and improving, accept and use feedback constructively and rehearse with peers for constructive criticism

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of presentation and communication skills for supervisors, team leaders and managers, sales and marketing professionals, project coordinators and engineers, administrative and support staff and those who want to develop foundational communication and public speaking skills.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons

Course Fee

US\$ 5,000 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation


Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **2.4 CEUs** (Continuing Education Units) or **24 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling & Control, Project Management, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes,**

Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Leadership Orientation Programme, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist & Project Manager wherein he was responsible in the project management and private psychology practices.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director, Medico Legal Assessor Psychologist, Training & Development General Manager, Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior HR Consultant, Senior Lecturer, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a **National Higher Diploma** and a **National Technical Diploma in Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMedu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 15th of June 2025

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	Introduction to Communication & Presentation Skills Defining Communication & Its Importance • Verbal versus Non-Verbal Communication • Communication Barriers & How to Overcome Them • Active Listening & Its Role in Communication
0930 – 0945	Break
0945 – 1030	Understanding your Audience Identifying Audience Needs & Expectations • Tailoring Content to Audience Interests • Building Rapport with Different Types of Audiences • Audience Feedback & Its Importance
1030 – 1130	Setting Clear Communication Objectives Defining Your Purpose: Inform, Persuade, or Motivate • Developing Key Messages • Structuring Your Presentation to Meet Objectives • Aligning Presentation Content with Desired Outcomes
1130 – 1230	Organizing Your Presentation Structuring Your Presentation (Introduction, Body, Conclusion) • Creating a Flow that Holds Attention • Using Transitions to Link Ideas • Time Management for Presentations
1230 – 1245	Break
1245 – 1330	Overcoming Nervousness & Building Confidence Identifying & Understanding Stage Fright • Techniques to Overcome Nervousness • Visualization & Relaxation Strategies • Building Self-Confidence through Practice
1330 – 1420	Persuasion in Presentations Principles of Persuasion • Understanding your Persuasive Goals • The Role of Ethos, Pathos & Logos in Persuasion • How to Establish Credibility in Presentations
1420 – 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One

Day 2: Monday, 16th of June 2025

0730 – 0830	Mastering Verbal Communication Techniques Tone, Pitch & Pace of Speech • Choosing the Right Words: Avoiding Jargon & Overcomplication • The Power of Pauses in Communication • Using Emphasis to Highlight Key Points
0830 – 0930	Clarity in Message Delivery Organizing Ideas for Clear Communication • Simplifying Complex Information for Clarity • Effective Use of Stories & Examples • Role of Humor in Clarity & Engagement
0930 – 0945	Break

0945 – 1100	Voice Modulation & Projection Techniques for Improving Vocal Variety • Breathing Exercises for Stronger Voice Control • How to Project your Voice Without Straining • Managing Volume & Pitch for Impact
1100 – 1230	Developing Persuasive Arguments Structuring Logical & Persuasive Arguments • Understanding Different Persuasion Techniques • Emotional Appeals versus Rational Appeals • Supporting Claims with Evidence & Examples
1230 – 1245	Break
1245 – 1330	Enhancing Audience Engagement Using Questions to Engage the Audience • Encouraging Audience Participation • Using Interactive Elements (Polls, Q&A, etc.) • Techniques to Maintain Attention Throughout
1330 - 1420	Handling Difficult Questions & Challenges Preparing for Tough Questions • Strategies for Answering Unexpected Questions • Managing Challenging or Hostile Audiences • Staying Composed Under Pressure
1420 - 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

Day 3: Tuesday, 17th of June 2025

0730 – 0830	The Role of Non-Verbal Communication Understanding Body Language & Its Impact • Eye Contact & Its Significance • Facial Expressions & Gestures • Posture & Presence on Stage
0830 – 0930	Using Visual Aids Effectively Types of Visual Aids: Slides, Charts, Videos, etc. • Design Principles for Effective Visuals • Using Visuals to Reinforce Key Messages • Avoiding Overuse of Visuals in Presentations
0930 - 0945	Break
0945 – 1100	Creating Engaging PowerPoint Slides Best Practices for Slide Design • Minimalist Design: Keeping Slides Clean & Focused • Using Text, Images & Graphics Effectively • Avoiding Common PowerPoint Pitfalls
1100 – 1230	Gestures & Movements During Presentations Power of Gestures in Reinforcing Messages • How to Use Movement to Engage the Audience • Avoiding Distracting Movements • Practicing Effective Gestures
1230 - 1245	Break
1245 – 1330	Building Emotional Connection through Non-Verbal Cues Using Body Language to Convey Empathy & Understanding • How to Read & Respond to Audience Non-Verbal Cues • Synchronizing your Speech with Body Language • Building Trust through Non-Verbal Communication
1330 - 1420	Dealing with Presentation Fatigue Recognizing Signs of Fatigue in Yourself & your Audience • Techniques to Revitalize & Re-Engage your Audience • The Role of Breaks & Interactive Segments • Maintaining Energy Throughout a Long Presentation
1420 - 1430	Recap Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Three

Day 4: Wednesday, 18th of June 2025

0730 – 0830	Advanced Presentation Techniques <i>Creating Impactful Openings & Closings • Using Stories to Engage & Persuade • Mastering the Art of Visual Storytelling • Delivering with Passion & Authenticity</i>
0830 - 0930	Managing Stage Presence <i>Commanding Attention through your Presence • Walking & Moving with Purpose • Managing your Space for Maximum Impact • Using Silence Effectively</i>
0930 – 0945	<i>Break</i>
0945 – 1100	Handling Difficult Audiences <i>Strategies for Managing Distracted or Unengaged Audiences • Dealing with Hostile or Critical Audiences • Turning Negative Situations into Positive Outcomes • The Role of Empathy in Managing Audience Dynamics</i>
1100 - 1230	Effective Use of Q&A Sessions <i>Preparing for & Managing Q&A • Handling Difficult or Challenging Questions • Reframing Questions to Suit your Presentation • Keeping the Q&A Session on Track</i>
1230 - 1245	<i>Break</i>
1245 – 1315	Presentation Rehearsals & Feedback <i>Importance of Practicing Before Presenting • Techniques for Self-Critiquing & Improving • How to Accept & Use Feedback Constructively • Rehearsing with Peers for Constructive Criticism</i>
1315 - 1345	Final Presentation: Putting It All Together <i>Delivering a Final, Comprehensive Presentation • Using All the Techniques Learned Throughout the Course • Group Feedback & Evaluation • Personal Action Plans for Continued Improvement</i>
1345 - 1400	Course Conclusion <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 - 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

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