BLACKBIRD FOR TRAINING

Oral Presentation Skills

17 – 21 May 2027
Madrid (Spain)



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Ref: 3254888_198359 **Date:** 17 – 21 May 2027 **Location:** Madrid (Spain) **Fees:** 5200 GBP

Introduction

Oral presentation skills training are essential capabilities for executives, team leaders, and employees at various levels in both public and private sector organizations.
In today's fast-paced work environment across the Middle East and North Africa MENA region, the ability to convey ideas clearly and persuasively is becoming increasingly vital for improving institutional performance and achieving strategic goals.
Whether you're in the oil and gas industry, banking and financial services, telecommunications, or work within departments such as human resources, project management, marketing, and sales, mastering oral presentation skills is a fundamental pillar for your professional success.
This course is meticulously designed to align with the real-world needs of professionals in our region, focusing on the latest trends and global best practices.
Join us on this educational journey to enhance your persuasion and influence skills, build trust, and discover how these skills can be a true turning point in your career path.

Course Objectives

- Understand the fundamental principles of oral presentation skills and how to leverage them effectively in the workplace.
- Apply proven techniques and strategies for successful communication tailored to your target audience.
- Analyze audience types and adapt your delivery style accordingly.
- Build confidence and master control over your voice and body language.
- Create compelling and engaging presentations using appropriate visual aids.
- Practice persuasion and influence techniques in both formal and informal presentations.
- Handle questions and interventions confidently and professionally.
- Enhance your ability to evaluate and continuously improve your presentation performance.

Course Outlines

Day 1: Essentials and Preparation

- Introduction to the concept of oral presentation skills and their importance in the workplace.
- Discussing the role of presentations in building trust and achieving organizational goals.
- Understanding the link between presentation skills and leadership capabilities.
- Exploring different communication styles with audiences.
- Overview of visual aids and how to use them effectively.
- Hands-on exercises to assess participants' current presentation styles.



Day 2: Structuring the Presentation

- Defining the main goals for each presentation.
- Organizing content logically and attractively.
- Choosing the core messages you want to convey.
- Highlighting supporting points and essential information.
- Designing slides that adhere to principles of effective design.
- Practical exercises for building concise and impactful presentations.

Day 3: Delivery and Effective Communication

- Improving tone of voice and controlling its pace.
- Utilizing body language and facial expressions effectively.
- Maintaining eye contact to keep the audience engaged.
- Strategies for overcoming psychological barriers and boosting self-confidence.
- Techniques to manage anxiety and nervousness during presentations.
- Short practical sessions for hands-on practice and performance analysis.

Day 4: Audience Interaction and Handling Questions

- Reading and understanding audience reactions during the presentation.
- Encouraging active participation and constructive dialogue.
- Strategies for addressing tough questions and unexpected interventions.
- Redirecting discussions to stay aligned with your objectives.
- Effective time management during presentations.
- Group exercises to share experiences and improve audience interaction skills.

Day 5: Evaluation and Continuous Improvement

- Reviewing participant presentations and providing constructive feedback.
- Analyzing strengths and improvement areas in personal performance.
- Creating a personal development plan to strengthen oral presentation skills beyond the course.
- Learning about modern tools and techniques for future performance enhancement.
- Discussing real-world challenges and practical ways to overcome them.
- Summarizing the course and sharing actionable tips for continuous application in the workplace.



Why Attend This Course: Wins & Losses!

- Gain practical oral presentation skills applicable in diverse professional contexts.
- Enhance self-confidence and improve your ability to persuade and influence.
- Develop presentations that resonate with different audience segments.
- Strengthen communication and interaction skills within and beyond your team.
- Increase career advancement opportunities by improving your organizational impact.
- Stay current with global best practices in oral presentation skills.
- Build a professional, influential presence in front of your audience.
- Access valuable hands-on practice and real-time feedback from industry experts.

Conclusion

In today's dynamic business landscape across the MENA region, oral presentation skills training is no longer optional—they are essential for the success of individuals and organizations.

This course provides a practical, comprehensive framework to enhance your speaking and communication abilities, meeting your career aspirations and reinforcing your strategic contributions to your organization. Whether you're at the start of your career or hold a senior leadership role, you'll find tools and techniques in this course to help you deliver impactful, persuasive, and effective presentations.

The knowledge and experience you gain will strengthen your leadership capabilities and enable you to achieve personal and institutional goals in innovative ways, aligned with the latest global practices. Through hands-on exercises, direct feedback, and individual development plans, you'll build the confidence and skills to tackle challenges head-on and become an influential voice in any setting.

Join us today to begin your journey towards mastering oral presentation skills—turning your voice into a powerful tool for positive change and sustainable success.

