

# PRESENTING SKILLS AND HANDLING THE MEDIA

COURSE OUTLINE



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TRAINING

# Presenting Skills and Handling the Media

## Target Audience

This programme is designed for professionals who are required to represent their organisation in public forums, including presentations, interviews, and media engagements. It is ideal for individuals who need to communicate confidently, manage challenging questions, and maintain composure under pressure.

## Course Aim

To enable participants to present confidently to any audience. To engage with difficult and awkward questions, while maintaining focus on the funds key messages. To support those who are already proficient at presenting to further develop their delivery style and approach.

## Approach

Trainer input, group discussions and practical exercises with feedback.

## Outcomes

- increase delegates capability and confidence in communication skills, to provide clear and effective communications
- design and develop a presentation, tailoring the content to the needs of the audience
- explain with clarity your role as the presenter
- build a rapport with the audience
- confidently handle questions and challenges from your audience
- handle difficult questions by bridging to the funds key messages
- analyse and critique your presentation, taking feedback from others into account

## Duration

7 hours (including breaks)

## Pre-Course work

Prepare a presentation of no more than 5 minutes on any subject of the delegates choosing

## Delegate numbers

Maximum of 12

## Delivery method

Face to face or virtual via MS Teams

# Course content

## Planning with the outcome in mind

Trainer input on how best to structure a presentation that will meet the stated purpose of the presentation.

## Building audience engagement

Trainer input on how to plan engagement during the creation of the presentation.

## Inclusivity and interaction

Small group discussions about the importance of interacting with an audience and making sure all participants are included, followed by plenary feedback.

## Visuals

Trainer led discussion on how to make slides engaging for the audience.

## The presentation environment

Small group discussions on Face to face, virtual and hybrid presentations, followed by plenary feedback.

## Setting yourself up for success

Trainer led discussion on the importance of practice, planning and preparation.

## Coping with nerves

Trainer led discussion on finding individual strategies for managing nerves before and during presentations.

## Handling questions and audience challenge

Trainer input on strategies for running Q & A sessions and how to handle challenges from the audience.

## Handling the media and sticking to the key messages

Trainer input on strategies for handling media questions and how to bridge away from difficult questions to the funds key messages of:

- Trainer to make delegates aware of where the up-to-date key messages can be found.

## Small group practice and feedback session

Delegates present to small groups of their peers and receive feedback from same.