



# P R E S E N T   L I K E   A P R O F E S S I O N A L

w i t h   D r .   A l i s t a i r   K i n g



**ALISTAIR KING SDN BHD** (254304 D)

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# PRESENT LIKE A PROFESSIONAL

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Trainer: Dr. Alistair King

Duration: 2 days

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## INTRODUCTION /

### WHO SHOULD ATTEND:

This two-day course is intended for people who

- have to present reports, proposals, etc orally
- have to give speeches
- have to explain, instruct or direct orally
- have to communicate more convincingly orally

### WHAT WILL THEY LEARN:

Participants will learn how to

- conquer the fear of public speaking
- prepare a persuasive presentation
- address an audience with confidence
- express themselves authoritatively and concisely
- motivate listeners
- apply learning modalities to the presentation
- refine body language
- develop a **‘vital voice’**
- manage Question Time

### HOW WILL THEY LEARN:

This course will consist of presentation by the course leader, followed by short, practical sessions in pairs or groups. The last half-day will be given over to individual, formal presentations when each participant will have the opportunity to practice techniques and ideas acquired during the course.



### SPECIAL FEATURE:

The participants may be digitally filmed in some of their various communication tasks and formal presentations.

**\*\*\* This Course is PSMB / HRDF Claimable \*\*\*** (Under SBL Scheme)



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## **PRESENT LIKE A PROFESSIONAL**

( 2 days )



### **Day One**

9:00 am	<b>DIFFERENCES BETWEEN WRITTEN AND SPOKEN COMMUNICATION</b> <ul style="list-style-type: none"><li>• Negotiable / Non-negotiable</li><li>• Which questions is the presentation answering?</li><li>• Giving Instructions and explanations to small groups</li></ul> <b>THE FLOW OF IDEAS &amp; INFORMATION</b> <ul style="list-style-type: none"><li>• Incorporating relevant anecdote appropriately</li></ul>
10:30 am	<b>BREAK</b>
10:45 am	<b>FOCUS ON THE SPEAKER: THE PSYCHOLOGICAL ASPECTS</b> <p>Handling Fear Factors to boost confidence</p> <ul style="list-style-type: none"><li>• Channeling nervous energy</li><li>• Being Comfortable, Controlled, Confident</li><li>• Knowing you are the specialist</li><li>• Conquering stage fright – log before / just before you speak</li></ul>
1:00 pm	<b>LUNCH</b>
2:00 pm	<b>FOCUS ON THE SPEAKER: THE PHYSICAL ASPECTS</b> <ul style="list-style-type: none"><li>• The ‘vital voice’: Speed, Volume, Inflection and Pitch</li><li>• Refine your movements and gestures: using the “space” appropriately</li><li>• Refine your eye contact</li><li>• Use the shape &amp; size of the room</li></ul>
3:30 pm	<b>BREAK</b>
3:45 pm	<b>ESTABLISHING RAPPORT &amp; INTERACTION</b> <ul style="list-style-type: none"><li>• Motivating your listeners: establishing rapport, securing attention</li><li>• Giving Q&amp;A Guidelines</li><li>• Knowing expertise level</li><li>• Stating Expectations</li><li>• Concluding the presentation with conviction: Giving a summary, challenge, proposal</li><li>• Managing Question Time: good vs bad questions</li></ul>
5:00 pm	<b>END OF DAY ONE</b>

## Day Two

9:00 am	<b>FOCUS ON THE LISTENER</b> <ul style="list-style-type: none"><li>• Modalities in Processing Information: Visual, Auditory, Kinesthetic</li><li>• Applying modalities to the presentation</li><li>• Knowing how Adults learn<ul style="list-style-type: none"><li>- Motivation</li><li>- Self esteem</li><li>- Assimilation of new material</li></ul></li></ul> <b>TYPES OF LISTENER / LEARNER:</b> <ul style="list-style-type: none"><li>• the BUILDER - people who desire to see the presentation as a process</li><li>• the BAKER - people who desire to see the presentation as a product</li><li>• the BOFFIN - people with good memories who lack data storage system</li><li>• the BUTLER - people who listen well, understand well, but are weak in application of principles</li></ul>
10:30 am	<b>BREAK</b>
10:45 am	<b>INCORPORATING VISUAL TOOLS</b> <ul style="list-style-type: none"><li>• A quick start with Power Point</li><li>• Use of Template &amp; Slide Master</li><li>• Favourite Colour or Corporate Colour?</li></ul> <b>GRAPHIC TELLS THE BEST STORY</b> <ul style="list-style-type: none"><li>• Ditch The Bullet</li><li>• Use of photos, charts, tables</li><li>• Finding the Picture</li></ul> <b>CREATING A PRESENTATION THAT FLOWS</b> <ul style="list-style-type: none"><li>• Applying Clever Transition</li><li>• When to auto-run Slideshow</li><li>• Jumping &amp; Skipping: Use of Hyperlinks</li></ul> <b>THINKING SKILLS:</b> <ul style="list-style-type: none"><li>• Making the right assumptions about the listener</li></ul>
12:30 pm	<b>LUNCH</b>
2:30 pm	<b>FORMAL GROUP / INDIVIDUAL PRESENTATIONS WITH EVALUATION</b>
3:30 pm	<b>BREAK</b>
3:45 pm	<i>Continued</i>
5:30 pm	<b>CLOSE</b>

Biographical Note

**DR. ALISTAIR KING**



**Dr Alistair King**, who heads a team of highly qualified and experienced consultants, has had more than twenty-five years experience in education and training in several European, African and Asian countries. He has held university posts both in his home country, the United Kingdom, and in Malaysia. In addition, he has been a correspondent for International News Services, reporting on issues in Eastern Europe and the Middle East.

Since the mid-1990s, he has been involved in developing all levels of staff of Banks, Corporate Organisations, Manufacturing Companies and Government Departments. His extensive current client list includes many of the top performers in the corporate world, both in Malaysia and in other Asian and African countries. Under a World Bank sponsorship, he has been involved in Human Resource consultancy with the Government of East Timor since the birth of that nation in May, 2002. Under a European Union-funded Human Resource Development project, he is the Communication Skills Consultant to the ASEAN Secretariat in Jakarta. He has recently been appointed to the Industry Advisory Panel of Universiti Teknologi Petronas, where he has particular responsibility for ensuring that the university's Humanities Department Programmes meet the requirements of corporate world.

His international current client list reflects his vast spectrum of experience in many sectors: Government departments, Oil and Gas, Construction, Manufacturing, Banking and Finance, Broadcasting, Hospitality.

He has taken part in a variety of international conferences, including in the role of Keynote Speaker.

His training philosophy is founded on a deep conviction of the worth of the individual and the potential for the individual to improve him / herself. His own educational background is testimony to this philosophy.

He holds four university degrees, including M.Sc. in Applied Linguistics and Ph.D. in Human Resource Management. He is a certified Vocational Aptitudes Assessor and Psychometric Tester with the British Department of Employment.

His recent publications in Malaysia include:

- ***Effective Business Letter-Writing***
- ***Basic Business Conversations***
- ***Sudah, Telah and the English Perfect: A pedagogical description of "tense" in Malay***

COURSE TITLE: **Present Like A Professional**

COURSE LEADER: **Dr. Alistair King**

TIME: **9:00am to 5:00pm**

**FEE STRUCTURE PER PERSON (RM):**

		Per Person (RM)
<b>JW Marriott Hotel, Kuala Lumpur</b> <input type="checkbox"/> 22 & 23 Feb 2012 (Wed & Thu)	1 – 2 Persons	<b>1,500</b>
<b>The Royale Bintang The Curve, PJ</b> <input type="checkbox"/> 23 & 24 Apr 2012 (Mon & Tue)	3 Persons or more <i>(10% Discount)</i>	<b>1,350</b>

**This Course is PSMB / HRDF Claimable (SBL Scheme)  
Ministry of Finance Registration No. 357-02085885**



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Website: <http://www.aksb.com.my> Email: [enquiry@aksb.com.my](mailto:enquiry@aksb.com.my)  
Tel: 03-9131 4091 Fax: 03-9131 1578

## **Registration Form**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Participant's Name: \_\_\_\_\_ Designation: \_\_\_\_\_

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- Payment on course date  
 Cheque will be sent  
 Enclosed is cheque no. \_\_\_\_\_ For RM \_\_\_\_\_
- Payment by L.O.

*Please make cheque Payable to "Alistair King Sdn Bhd"*

Account Name: Alistair King Sdn Bhd Account Number: 1409-1335935-005  
Bank: CIMB Bank Berhad Branch: Tmn Mutiara, KL.  
Payment to be mailed to:

**Alistair King Sdn Bhd.**  
4-1 Jalan Manis 1, Taman Segar, 56100 Kuala Lumpur.

- \* Please contact us if you do not receive a Confirmation & Invoice (fax or mail) one week before the event.  
\* Registrants who cancel less than 3 business days prior to the course date are subject to a service charge equals to 30% of the course fee.