

PRESENTING EFFECTIVELY

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TO GLOBAL AUDIENCES

COURSE DURATION: ONE
DAY

TO GLOBAL AUDIENCES

A one-day international communication skills training workshop for business and commerce.

COURSE OVERVIEW

International audiences often have different cultural and linguistic expectations, needs and motivations from domestic audiences. As a result communicating effectively with global audiences can present real challenges for even the most experienced and skilled of presenters.

Presenting Effectively to Global Audiences is a one-day, interactive training workshop that develops understanding and practical skills for preparing and delivering presentations in the global business environment to people of a different cultural and language backgrounds. The workshop includes a diagnostic tool and case study, as well as opportunities for hands-on practice.

THE BENEFITS

Delegates leave **Presenting Effectively to Global Audiences** with a framework for understanding the cultural and language challenges associated with presenting to international audiences, as well as practical skills, strategies and techniques for preparing and delivering effective, persuasive and influential global presentations.

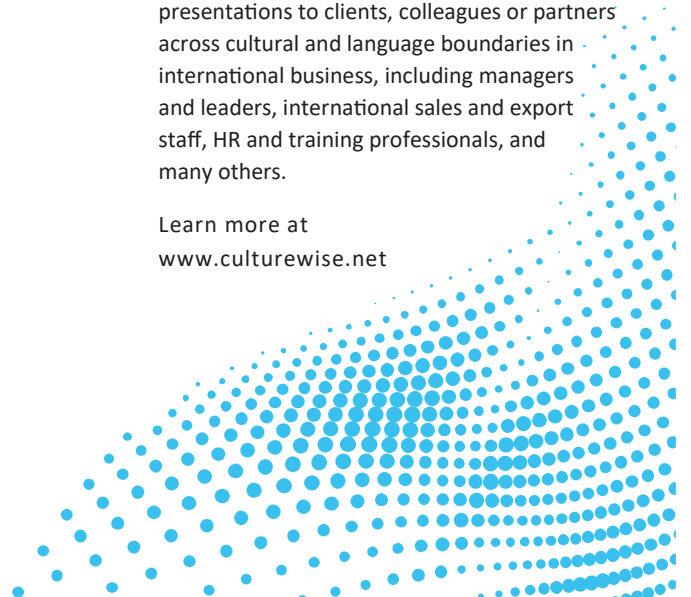
The result is significantly improved confidence and competence when making presentations to colleagues, clients and partners from different cultural and language backgrounds.



WHO SHOULD ATTEND?

Presenting Effectively to Global Audiences will benefit anyone who needs to make formal presentations to clients, colleagues or partners across cultural and language boundaries in international business, including managers and leaders, international sales and export staff, HR and training professionals, and many others.

Learn more at
www.culturewise.net



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WHAT WILL I LEARN?

Morning

- What's different about making international presentations?
- Identifying the hidden perspectives behind your own presentation style.
- Understanding expectations, motivations and needs in a diverse global audience.
- The main cultural traits around the world impacting on presentation style, structure, content and delivery.
- Language barriers to effective cross-cultural communication.
- Here's how—a framework for preparing and delivering engaging presentations to international audiences.

Afternoon

- Selecting the right structure to meet diverse expectations.
- Designing visual aids with a global audience in mind.
- Making your English more accessible for a non-native speaker audience.
- How best to interpret and evaluate audience responses.
- Choosing the most effective body language.
- Do's and don'ts for using humour.
- Practical tips on cross-cultural presentation skills.
- Bringing it all together—a chance to practice and apply newly-learned skills.

ABOUT CULTUREWISE

Culturewise Ltd provides an unrivalled range of cultural awareness training solutions that enable organisations, teams and people to work effectively across the boundaries between countries and cultures.

Recognised as one of the most innovative companies in our business we operate from our head office and training centre in London, and around the world through a global network of quality-assured associates and training partners. Our customers include many of world's most successful global businesses.

Whatever type of international contact you are involved in, Culturewise's cross-cultural solutions will help build and sustain the global mind-set, openness, flexibility, cultural understanding and skills to ensure successful projects, and sustainable, long-term competitive advantage for your business or organisation.



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