



ONE-DAY MASTERCLASS

Mastering the Art of

# PRESENTATION SKILLS

How to inform, influence & inspire

# Mastering the Art of **PRESENTATION SKILLS**

The key to your success lies in your ability to communicate. All hard work, ideas, strategies, plans, objectives, or efforts in general come to nothing if you cannot convince others to act on them.

This masterclass will help you deliver presentations clearly, insightfully, persuasively, and with enthusiasm, enabling you to connect with your audience and propel people to action. It will teach you how to create more impact when giving presentations and speaking in public.

During this one-day masterclass, you will learn dozens of actionable techniques to turn your next presentation into a valuable and memorable experience for your audience. You can be sure we will deliver a transformative learning experience.

## **Suitable for**

This masterclass is designed for individuals seeking to enhance their presentation skills. It is particularly beneficial for ambitious professionals in the early stages of their careers who are keen to develop their communication skills. It also caters to mid-level managers aiming to motivate and energize their teams, as well as senior leaders looking to more effectively articulate their ideas and vision to secure team commitment and maximize performance.

## **Language**

This masterclass will be delivered in English.



## Masterclass programme details

# MASTERING THE ART OF PRESENTATION SKILLS

We empower participants to master the art of delivering truly impactful presentations that inform, influence, and inspire the audience. This masterclass will cover the following key topics:

- engaging the audience from start to finish
- understanding brain impact
- structuring a presentation for maximum impact
- simplifying complex messages
- using micro-storytelling to increase impact
- making your (core) message highly memorable
- using disruption strategies
- implementing storytelling techniques
- using effective visual design techniques
- enhancing vocal charisma
- mastering non-verbal communication
- using AI for content creation & visual design



Why investing in presentation skills

# THE IMPACT ON YOUR ORGANISATION

## Enhancing team collaboration

Great presentation skills drive collaboration by conveying ideas clearly, enabling teams to work more harmoniously and productively.

## Improving communication and clarity

Effective presenters clearly articulate ideas, simplifying complex topics, aligning teams, and boosting clarity and efficiency.

## Increasing persuasion and influence

Strong presenters persuasively engage stakeholders, whether internal or external, driving alignment and impactful results.

## Accelerating learning

Great presenters share knowledge effectively, accelerating learning, upskilling employees, and spreading best practices across the organization.

## Driving engagement

Engaging presentations capture employees' attention, making key information resonate and driving higher engagement and participation.

## Reinforcing the corporate brand

Excellent presentations reinforce the corporate brand, building strong relationships and driving growth and success.



# PRACTICAL

The full day masterclass "Mastering the Art of Presentation Skills" will be held on multiple dates across various cities in Europe. The audience typically includes junior & senior managers from Sales, HR, Communication and Marketing.

## Dates & locations

- Friday 22 November 2024 - Brussels
- Friday 24 January 2025 - Brussels
- Thursday 20 March 2025 - Frankfurt
- Thursday 8 May 2025 - Barcelona

## Language of the masterclass

English

## Participation fee

795 euro per person. This fee also includes lunch.

# ABOUT YOUR COACH

Filip Muyllaert is an expert in impactful leadership communication, a presentation strategist, and a sought-after professional keynote speaker. He has captivated audiences across all five continents with his transformative and impactful approach. Filip is the founder of The Communication Group and he is also the author of 'How Leaders Speak to Inspire' (2022). His book has earned praise from internationally renowned leaders, including marketing visionary Seth Godin, leadership expert Marshall Goldsmith, and numerous C-level executives.

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My vision is a world where (future) leaders  
can communicate in an inspiring way  
to grow people & organisations  
into something exponentially better  
than before.

Filip Muylleert

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### **Invest in your organisation's future**

For more info or incompany sessions, you are most welcome to contact:

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