

EFFECTIVE COMMUNICATIONS & POWERFUL BUSINESS PRESENTATION

“Mastering the Art of Influence, Clarity, and Confidence in Professional Settings”

Schedule

Date	Venue	Fees (Face-to-Face)
05 – 06 May 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Strong communication and presentation skills are critical in today’s business world, where clarity, persuasion, and confidence determine success. Whether speaking in meetings, presenting ideas to executives, or delivering client pitches, professionals must express themselves with impact and authenticity.

This highly practical course helps participants sharpen their verbal, non-verbal, and visual communication skills. It combines the principles of persuasive communication with techniques for designing and delivering professional presentations that resonate with any audience.

Objectives

By the end of this course, participants will be able to:

- Communicate ideas clearly, confidently, and persuasively
- Design and deliver impactful business presentations
- Use body language, tone, and visuals to enhance message delivery
- Handle questions, objections, and challenging audience dynamics
- Structure communication based on audience needs and expectations
- Build presence and credibility in formal and informal settings

Why Attend

- Master both content and delivery aspects of business presentations
- Learn how to tailor messages to various stakeholders
- Overcome nervousness and present with confidence
- Strengthen communication in meetings, negotiations, and briefings
- Receive personalized coaching and feedback on delivery style

Target Audience

This program is designed for:

- Professionals who present regularly to teams, clients, or management
- Executives and team leaders who must influence and inform
- Technical staff needing to explain complex information
- Trainers, facilitators, and communication specialists
- Anyone seeking to improve business presentation and communication skills

Individual Benefits

Key competencies that will be developed include:

- Effective verbal and non-verbal communication
- Structuring messages for clarity and impact
- Visual design for slides and presentation materials
- Confidence and stage presence in delivery
- Handling feedback, questions, and interruptions with poise

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More persuasive and engaging communication in meetings and briefings
- Higher success rates in proposals, pitches, and client presentations
- Better alignment and understanding across departments
- Improved leadership visibility and influence
- Reduction in miscommunication and messaging inconsistencies

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Communication frameworks and presentation models
- Case Studies - Great presentations and communication breakdowns
- Workshops - Message crafting, slide design, and delivery drills
- Peer Exchange - Feedback rounds and presentation simulations
- Tools - Presentation templates, storytelling frameworks, and delivery checklists

Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Foundations of Effective Business Communication

- Module 1: The Communication Process and Business Context (07:30 - 09:30) • Types of communication and audience profiling • Barriers to clarity and how to overcome them
- Module 2: Structuring Your Message for Business Impact (09:45 - 11:15) • Building logical, focused, and engaging communication • Using persuasive structures (e.g., problem-solution, storytelling)
- Module 3: Verbal and Non-verbal Delivery Skills (11:30 - 01:00) • Tone, pace, posture, eye contact, and body language
- Module 4: Workshop - Communication Style Assessment (02:00 - 03:30) • Interactive exercises and feedback on individual communication style

Day 2: High-Impact Presentation Techniques

- Module 5: Designing Visual Aids and Slide Mastery (07:30 - 09:30) • Slide principles: clarity, minimalism, and visual storytelling • Do's and don'ts of PowerPoint and other tools
- Module 6: Handling the Audience and Q&A (09:45 - 11:15) • Dealing with difficult questions and managing group energy
- Module 7: Presentation Delivery Simulation (11:30 - 01:00) • Each participant delivers a short presentation with peer and trainer feedback
- Module 8: Final Workshop - Develop and Deliver a Business Pitch (02:00 - 03:30) • Real-world simulation with structured feedback and coaching

Certification

Participants will receive a Certificate of Completion in Effective Communications & Powerful Business Presentation, validating their skills in delivering professional communication and compelling presentations in workplace settings.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.