MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

EFFECTIVE INTEGRATED COMMUNICATION & PRESENTATION SKILLS

"Master the Art of Professional Messaging, Engagement, and Impactful Delivery"

Schedule

Date	Venue	Fees (Face-to-Face)
10 – 11 Jun 2026	Dubai, UAE	USD 1995 per delegate

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

Introduction

In a fast-paced and interconnected world, the ability to communicate clearly, confidently, and persuasively is essential for every professional. Whether leading meetings, presenting ideas, or collaborating across teams, integrated communication skills play a critical role in influencing outcomes and building strong working relationships.

This 2-day practical course equips participants with the tools to structure messages effectively, enhance verbal and non-verbal communication, and deliver impactful presentations across cultural and organizational contexts. The training emphasizes clarity, confidence, and coherence while using real-life scenarios, group feedback, and bilingual facilitation (English & Arabic).

Objectives

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

- Communicate messages with clarity, structure, and professionalism
- Tailor communication strategies to different audiences and situations
- Develop compelling presentations using storytelling and visual tools
- Enhance non-verbal presence and overcome presentation anxiety
- Facilitate effective two-way communication in team and leadership settings

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Why Attend

- Boost your ability to present with confidence and authority
- Learn to influence and engage diverse stakeholders effectively
- Overcome fear of public speaking with practical rehearsal and coaching
- Sharpen your business writing, visual aids, and messaging techniques
- Gain bilingual exposure to best practices in Arabic and English communication

Target Audience

This program is designed for:

- Professionals who deliver presentations or briefings
- Project managers and team leaders
- Sales, marketing, and client-facing roles
- HR, communications, and public relations personnel
- Anyone seeking to improve their interpersonal communication impact

Individual Benefits

Key competencies that will be developed include:

- Structured thinking and message framing
- Public speaking and audience engagement techniques
- Cultural intelligence and adaptive communication
- Confidence in spontaneous and prepared delivery
- Feedback processing and self-presentation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved clarity and professionalism in internal and external communications
- Higher impact in stakeholder presentations and reports
- Stronger alignment in cross-functional and multicultural teams
- Better engagement in leadership, sales, and client service roles
- Reduced miscommunication and increased message retention

Instructional Methodology

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

- Interactive Lectures – Core models of effective communication
- Presentation Labs – Practice, coaching, and video feedback
- Role-Plays – Client meetings, team discussions, and leadership talks
- Storytelling Exercises – Framing narratives and persuasive messaging
- Language Support – Key communication phrases in both English & Arabic

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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: Communication Essentials and Personal Impact

- Module 1: Foundations of Professional Communication (07:30 – 09:30) • Verbal, non-verbal, and written communication components • Barriers to clarity and how to overcome them
- Module 2: Audience-Centered Communication (09:45 – 11:15) • Tailoring tone, message, and style • Cross-cultural and bilingual considerations
- Module 3: Assertive Speaking and Active Listening (11:30 – 01:00) • Expressing ideas with confidence and clarity • Listening to understand vs respond
- Module 4: Workshop – Elevator Pitch & Feedback (02:00 – 03:30) • Live practice and improvement suggestions

Day 2: Presentation Delivery and Messaging Mastery

- Module 5: Structuring an Impactful Presentation (07:30 – 09:30) • Introductions, transitions, and conclusions • Using the rule of three and logical flow
- Module 6: Visual Aids and Storytelling (09:45 – 11:15) • PowerPoint design, visuals, and data narration • Crafting a message arc with impact
- Module 7: Managing Nerves and Delivering with Presence (11:30 – 01:00) • Voice, body language, and eye contact • Tips to reduce anxiety and increase engagement
- Module 8: Final Presentations and Peer Review (02:00 – 03:30) • Capstone individual presentation with group feedback

Certification

Participants will receive a Certificate of Completion in Effective Integrated Communication & Presentation Skills, demonstrating their ability to communicate and present confidently, clearly, and professionally in both English and Arabic contexts.

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**

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