**MAWA EVENTS**

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

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# EFFECTIVE PRESENTATION & BUSINESS COMMUNICATION SKILSS FOR EFFECTIVE BUSINESS MANAGEMENT

*"Master the Art of Communication – Deliver Messages with Clarity, Confidence, and Impact"*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 02 – 03 Jul 2026 | Dubai - UAE | USD 1995 per delegate |

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

## Introduction

In today's competitive and fast-paced business environment, the ability to communicate effectively and deliver compelling presentations is critical to successful leadership and management. This focused 2-day training equips participants with the essential communication and presentation skills needed to influence stakeholders, manage teams, and drive business success.

Through practical exercises, role-plays, and real-time feedback, participants will develop the confidence and tools required to communicate persuasively across various business contexts—whether leading meetings, presenting proposals, or handling critical conversations.

## Objectives

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

- Deliver professional and persuasive presentations with clarity and confidence
- Communicate effectively in business meetings, emails, and reports
- Apply active listening and non-verbal communication techniques
- Tailor communication styles to different audiences and cultural contexts
- Handle difficult conversations and feedback constructively

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## Why Attend

- Improve your public speaking and presentation delivery
- Enhance verbal and non-verbal communication skills
- Build credibility and rapport with stakeholders and team members
- Learn how to structure and deliver high-impact business messages
- Receive real-time coaching and personalized feedback

## Target Audience

This program is designed for:

- Business managers and team leaders
- Department heads and project coordinators
- Sales, marketing, and HR professionals
- Anyone looking to improve communication and presentation effectiveness in the workplace

## Individual Benefits

Key competencies that will be developed include:

- Confident public speaking and impactful presentations
- Persuasive and concise business communication
- Improved interpersonal and listening skills
- Greater clarity and professionalism in written and verbal messages
- Strategies for handling challenging discussions with confidence

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More effective communication within teams and departments
- Clearer messaging in presentations, reports, and meetings
- Enhanced leadership and influence in business environments
- Improved internal collaboration and client communication
- Higher levels of employee engagement and professional conduct

## Instructional Methodology

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

- Strategy Briefings – Communication models, presentation frameworks, and messaging techniques
- Case Studies – Real-life examples of impactful communication and presentation delivery
- Workshops – Interactive activities to craft and deliver presentations and business messages
- Peer Exchange – Group discussions and feedback sessions for communication challenges
- Tools – Templates for presentations, feedback models, and speech organization

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## Course Outline

**Detailed 2-Day 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 Business Communication & Presentation Skills**

- Module 1: Principles of Effective Business Communication (07:30 – 09:30)
- The importance of clarity, tone, and audience awareness
- Barriers to effective communication and how to overcome them
- Adapting communication style to context and culture
- Module 2: The Building Blocks of Great Presentations (09:45 – 11:15)
- Structuring your message: opening, body, and conclusion
- Visual aids and storytelling for engagement
- Using the voice: tone, pacing, and emphasis
- Module 3: Verbal and Non-verbal Communication Mastery (11:30 – 01:00)
- Body language, eye contact, and posture
- Listening skills and reading the room
- Role-playing key communication situations

**Day 2: High-Impact Presentation and Communication Execution**

- Module 4: Presenting with Confidence (07:30 – 09:30)
- Overcoming public speaking anxiety
- Delivering persuasive presentations and managing Q&A
- Practice sessions with real-time coaching
- Module 5: Business Writing and Messaging (09:45 – 11:15)
- Crafting professional emails and reports
- Communicating decisions, updates, and feedback
- Tone, clarity, and formatting best practices
- Module 6: Leading Difficult Conversations (11:30 – 01:00)
- Giving and receiving feedback constructively
- Managing conflict and navigating sensitive topics
- Role-play: conducting challenging meetings and conversations

## Certification

Participants will receive a Certificate of Completion in Effective Presentation & Business Communication, recognizing their improved ability to deliver impactful presentations and communicate confidently in a range of business situations.

## 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.

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|---|---|---|
| **In-House / Customized Training**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |

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