

EFFECTIVE PRESENTATION & BUSINESS COMMUNICATION SKILLS 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

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

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.

In-House / Customized Training

Interested in running this course for your team?

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