



# SECRETS OF MASTER PRESENTERS

**Persuade Your Audience Every  
Time!**

Every presentation you ever  
make is an opportunity...  
for success or failure.

This program will help you develop a compelling and inspiring story, design dazzling slides, conquer your fear of public speaking, present with confidence and handle tough questions.

Thirty million presentations will be given today. Millions will fail. Millions more will be received with yawns. A rare few will establish the most profound connection, in which presenter and audience understand each other perfectly ... discover common ground ... and, together, decide to act!

**Learn and Apply the Secrets of Master Presenters — Persuade Your Audience Every Time!**

is about getting those “A-ha!” moments, and the extraordinary success that follows from them.

Transform your presentations from dry recitals of facts into compelling stories with a laser-sharp focus on what matters most: what’s in it for the

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The core program is best for 10-15 participants. With this number, each participant will be given enough opportunities to develop and deliver his or her own presentations. We can still have excellent workshop for 20-25 persons provided we have enough rooms for group feedback sessions and breakout facilitators.

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audience. Thousands have already mastered the techniques. Now it's your turn!

## How You'll Benefit

Your presentation will go beyond the bullet point—you will deliver presentations that connect!

You will bring your message to life: using proven storytelling techniques

You will show your audiences what really is in it for them

You will use graphics to support your story, not bury it

You will keep your presentations fresh, no matter how often you deliver it

You will learn by doing—and you will have fun presenting!

## Who Should Attend

Leaders, managers, front-line employees, and everyone in the organization who shall have to present before people

## What Will You Learn

### The Fundamental Elements of Communication

Ethos

Pathos

Logos

### 8 Strategies of Master Presenters

Defining Your Story

Serve Your Audience

Prepare Your Big Idea

Use Superior Organization

Develop Dynamic Delivery

Help Your Audience Think, Do, and Become

Manage Yourself, Difficult Participants, and Difficult Situations

Be a Lifelong Learner

### **Feedback and Evaluation**

How Give an Effective Feedback

### **Workshops**

Improv Games

Sell It to Me

Evaluate to Motivate

## **Workshop Duration**

Three days.

## **Training Methods**

- Discussion (in pairs and in a large group)
- Improv Games
- Presentation
- Discussion
- Feedback
- Reflection
- Writing

## **Why Jef Menguin**

Trainer, teacher, toastmaster, speaker, and mentor. Jef Menguin has been helping people build their confidence in speaking and deliver presentations with pizzazz, passion and power. Jef Menguin's approach runs counter to many things said about power presentations. More important than the techniques participants will learn from his workshops are the communication principles which you will apply when you bring this workshop to your organization.

**Your people will care about your success and that of your company because they know you care.**

## Meeting Planners

This program is based on lasting principles. This is not a canned or a repackaged program on presentation skills. Most training programs are a chapsuey of techniques and tricks. Techniques and tricks do not make a person confident, credible and compelling. Proper application of right presentation principles make excellent presenters.

When you contact me, whether for workshops in Metro Manila or anywhere in the Philippines, please tell me about

- your organizational goals which this training program may fulfill,
- the general descriptions of the participants,
- the training programs they've already attended, and
- their attitude towards a training program like this.

By providing me this information will greatly help you in saving time and money. I will tell you straight and to the point whether this program is right for your organization.

You can bring me also to your CEO, President, or whoever is your decision maker. Meeting with your boss will not take much of his precious time. You see we can shorten the process. I need to listen to your leader so I can customize this program to your specific needs. I prefer Monday morning, but feel free to contact me through email for an appointment.

## Company CEO and President

We both desire to help people. You know that the best asset of your organization is your right people. You want to reward them for their motivation and dedication to the job. You see them as people who have huge potentials to become leaders like you. Secrets of the Master Presenters is a tool you can use to train, motivate, and inspire them. You will surely smile when you see them speaking in your next meeting with enthusiasm and energy, with sense and substance, and empathy and care.

**Get the Results You're Looking For!** Bring this powerful, high-impact training program to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

**Maximize Your Training Budget!** On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options. Give your staff the skills, knowledge, and confidence they need to meet tough speaking situations head-on, realize their full potential, and perform at their peak.