Dynamic Public Speaking and Impactful Presentations Training Course

02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IS8903_288853

Course Introduction / Overview:

Effective public speaking is no longer a soft skill but a critical competency for professional advancement and organizational success. This intensive training course is meticulously designed to transform participants from hesitant speakers into confident, persuasive communicators. We delve deep into the science and art of presentation, moving beyond basic tips to explore the core principles of rhetoric and audience psychology. Drawing upon foundational concepts from experts like Stephen E. Lucas in his seminal work, "The Art of Public Speaking," this program emphasizes a holistic approach that integrates message crafting, vocal delivery, and non-verbal communication. Participants will learn to structure compelling narratives, design impactful visual aids, and engage any audience with poise and authority. At BIG BEN Training Center, we provide a supportive yet challenging environment where individuals can practice, receive constructive feedback, and build the authentic confidence needed to deliver powerful presentations in any professional setting, from team meetings to high-stakes boardroom pitches. This course is a comprehensive journey to unlock your full communication potential and make every speaking opportunity a success.

Target Audience / This training course is suitable for:

- Managers and Team Leaders.
- Sales and Business Development Professionals.
- Marketing and Public Relations Specialists.
- Project Managers and Technical Experts.
- Human Resources Professionals.
- C-Level Executives and Senior Management.
- Consultants and Trainers.
- Anyone seeking to improve their public speaking and presentation skills.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Engineering and Construction.
- Retail and Consumer Goods.
- Telecommunications.
- Government, Public Sector, and Non-Profit Organizations.

Target Organizations Departments:

- Sales and Marketing.
- Executive Leadership and Management.
- Human Resources and Training.
- Project Management Office (PMO).
- Engineering and Technical Departments.
- Customer Service and Support.
- Public Relations and Corporate Communications.
- Operations and Logistics.

Course Offerings:

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

- Develop and structure compelling presentations for diverse audiences and objectives.
- Master non-verbal communication, including body language and gestures, to enhance delivery.
- Utilize vocal variety, tone, and pacing to maintain audience engagement and convey meaning.
- Apply storytelling techniques to create memorable and persuasive messages.
- Design clear, professional, and impactful visual aids that support their presentation.
- Handle question-and-answer sessions with confidence, clarity, and professionalism.
- Manage public speaking anxiety and project an aura of authentic confidence.
- Adapt their presentation style for different formats, including virtual and in-person settings.
- Deliver persuasive arguments and compelling calls to action.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that public speaking skills are honed through practice, not just theory. This course employs a highly interactive and experiential learning model, moving beyond traditional lectures to create a dynamic workshop environment. Participants will engage in a variety of activities, including individual and group presentations, impromptu speaking drills, and role-playing scenarios that simulate real-world business challenges. A cornerstone of our approach is personalized feedback; sessions are recorded for private review, allowing participants to see and hear themselves as the audience does. This is complemented by constructive critiques from the instructor and peers in a supportive setting. We will analyze case studies of famous speeches and corporate presentations to deconstruct what makes them effective. Group discussions and interactive exercises ensure that concepts are not only understood but also internalized, empowering participants to apply their new skills immediately and confidently in their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Powerful Public Speaking

- Understanding and managing communication apprehension.
- Defining clear objectives for any presentation.
- Conducting thorough audience analysis to tailor your message.
- The core principles of persuasion and influence.
- Structuring a compelling narrative from start to finish.
- Exploring the ethics of public speaking and communication.
- Setting personal development goals for the course.

Unit Two: Crafting and Structuring Your Message

- Techniques for brainstorming, researching, and organizing content.
- Creating a powerful opening that grabs attention.
- Developing logical arguments with credible supporting evidence.
- The art of storytelling in a business context.
- Writing for the spoken word versus the written word.
- Strategies for simplifying complex information effectively.
- Crafting a memorable and impactful closing with a clear call to action.

Unit Three: Mastering Delivery and Non-Verbal Communication

- Harnessing the power of body language, posture, and gestures.
- Mastering vocal variety including pace, pitch, volume, and pauses.
- Making effective and meaningful eye contact with the audience.
- Using stage presence and purposeful movement.
- Identifying and managing nervous habits and filler words.
- Practical techniques for projecting confidence and credibility.
- The impact of professional attire on audience perception.

Unit Four: Designing and Using Visual Aids Effectively

- Principles of effective slide design and data visualization.
- Avoiding common presentation software pitfalls.
- Using images, charts, and graphs to enhance understanding.
- Integrating multimedia, props, and interactive elements seamlessly.
- Adapting visuals for virtual versus in-person presentations.
- Conducting technical checks to prevent mishaps.
- Creating impactful handouts and supplementary materials.

Unit Five: Advanced Techniques and Audience Management

- Engaging the audience with interactive polls, questions, and activities.
- Mastering the art of the question-and-answer session.
- Strategies for handling difficult questions and challenging audience members.
- Techniques for effective impromptu speaking.
- Adapting presentation content and style for diverse cultural contexts.
- Leading and participating in persuasive team presentations.
- Receiving and implementing feedback for continuous improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does the ethical responsibility of a speaker shift when presenting data-driven arguments versus emotionally-driven narratives, and where is the line between persuasion and manipulation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the development of authentic and adaptable communication skills rather than a rigid set of rules. While many programs teach presentation mechanics, we delve deeper into the psychology of communication, helping participants understand how to genuinely connect with an audience. Our methodology is heavily centered on personalized feedback, utilizing video-recorded practice sessions that provide invaluable, objective insights for self-improvement—a feature often overlooked in standard courses. We uniquely blend classical rhetorical strategies with modern business communication demands, ensuring the skills learned are both timeless and immediately applicable in today's fast-paced corporate environment. The curriculum is designed not just to build skills but to build deep-seated confidence, addressing the root causes of public speaking anxiety. By emphasizing storytelling, emotional intelligence, and audience analysis, we empower participants to become not just presenters, but influential communicators who can inform, persuade, and inspire action in any context, be it a formal keynote or an impromptu team update.