Effective Public Speaking and Presentation Skills Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PS7810_258314

Course Introduction / Overview:

This comprehensive training course is designed to transform participants into confident, persuasive, and impactful communicators. In today's competitive environment, the ability to deliver a compelling message is no longer a soft skill but a critical component of professional success. This program moves beyond basic presentation techniques to explore the core principles of persuasive communication and audience engagement. Drawing on foundational theories from experts like Stephen E. Lucas, author of the acclaimed textbook "The Art of Public Speaking", this course integrates classical rhetoric with modern business applications. Participants will learn to structure arguments logically, connect with audiences emotionally, and establish unwavering credibility. BIG BEN Training Center has meticulously crafted this curriculum to address common challenges such as public speaking anxiety, crafting memorable content, and mastering non-verbal cues. Through a blend of theory and intensive practical application, attendees will develop the executive presence needed to influence decisions, inspire action, and lead with authority in any setting, from boardroom pitches to large-scale conference presentations. This is a journey from competent speaker to charismatic influencer.

Target Audience / This training course is suitable for:

- Executives and Senior Managers.
- Team Leaders and Supervisors.
- Sales and Marketing Professionals.
- Project Managers and Technical Experts.
- Human Resources and Training Specialists.
- Public Relations and Corporate Communications Staff.
- Entrepreneurs and Business Owners.
- Academics and Researchers.
- Anyone seeking to improve their public speaking and persuasive communication skills.

Target Sectors and Industries:

- Technology and Information Services.
- Financial and Banking Sector.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Engineering and Construction.
- Governmental Bodies and Public Sector Agencies.
- Non-Profit and Educational Institutions.
- Media and Entertainment.

Target Organizations Departments:

- Sales and Business Development.
- Marketing and Communications.
- Executive Leadership and Management.
- Human Resources and Learning & Development.
- Project Management Office.
- Engineering and Technical Operations.
- Customer Service and Support.
- Legal and Compliance.

Course Offerings:

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

- Develop and structure compelling presentations that capture audience attention.
- Master vocal variety, tone, and pacing to enhance message delivery.
- Utilize body language and non-verbal cues to project confidence and credibility.
- Implement persuasive speaking techniques based on ethos, pathos, and logos.
- Manage public speaking anxiety and build unshakable confidence.
- Design and use visual aids effectively to support and clarify key points.
- Engage and interact with diverse audiences to foster a dynamic environment.
- Handle challenging questions and impromptu speaking situations with poise.
- Apply storytelling principles to make data and complex information memorable.
- Deliver impactful virtual presentations and webinars.

Course Methodology:

The training methodology at BIG BEN Training Center is highly interactive, experiential, and focused on practical application. We believe that public speaking skills are honed through practice, not just passive listening. The course utilizes a blended learning approach that includes expert-led instruction, interactive group discussions, and peer-to-peer feedback. A significant portion of the training is dedicated to hands-on exercises, including prepared speeches, impromptu speaking drills, and role-playing scenarios that simulate real-world business challenges. Participants will benefit from individual coaching and constructive critiques from the instructor. One of the cornerstone techniques employed is video-recorded practice sessions, allowing participants to review their own performance and identify specific areas for improvement in body language, vocal delivery, and message clarity. Case studies of famous speeches will be analyzed to deconstruct effective rhetorical strategies. This immersive and supportive learning environment ensures that participants not only grasp the theoretical concepts but also build the muscle memory and confidence to apply them effectively in their professional roles.

Course Agenda (Course Units):

Unit One: The Foundations of Powerful Public Speaking

- The psychology of public speaking and overcoming anxiety.
- Understanding your audience and tailoring your message.
- The three pillars of persuasion: Ethos, Pathos, and Logos.
- Defining your core message and presentation objectives.
- Principles of effective communication and active listening.
- Building self-confidence and a positive speaker's mindset.
- Initial diagnostic presentation and personalized feedback.

Unit Two: Crafting Compelling Content and Structure

- Techniques for brainstorming and organizing ideas.
- Structuring a presentation for maximum impact (opening, body, close).
- The art of storytelling in business communication.
- Using data and evidence to build a logical case.
- Writing for the ear: crafting clear, concise, and memorable language.
- Developing powerful openings that hook the audience.
- Creating a strong call to action and a lasting final impression.

Unit three: Mastering Delivery and Non-Verbal Communication

- The power of body language: posture, gestures, and movement.
- Using facial expressions and eye contact to connect with the audience.
- Vocal mastery: mastering pitch, pace, volume, and pauses.
- Developing a confident and authentic stage presence.
- Techniques for managing energy and projecting enthusiasm.
- Practicing articulation and enunciation for clarity.
- Aligning your verbal and non-verbal messages for consistency.

Unit Four: Advanced Persuasion and Audience Engagement

- Advanced strategies for influencing and persuading stakeholders.
- Creating an interactive experience for your audience.
- Techniques for facilitating effective Q&A sessions.
- Managing difficult questions and challenging audience members.
- Using rhetorical devices to enhance your message.
- Adapting your style for different cultural and professional contexts.
- Building rapport and establishing credibility quickly.

Unit Five: Polishing Your Performance and Modern Applications

- Designing effective and professional visual aids (e.g., slides).
- Best practices for delivering impactful virtual presentations and webinars.
- Handling technical difficulties and engaging a remote audience.
- Impromptu speaking drills and thinking on your feet.
- Final presentation delivery with comprehensive peer and instructor feedback.
- Developing a personal action plan for continuous improvement.
- Capstone session: Integrating all learned skills into a final persuasive speech.

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:

Beyond technical skills, how does the ethical application of persuasion (ethos) shape a speaker's long-term credibility and influence?

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

This course distinguishes itself by moving beyond surface-level presentation tips to instill a deep, foundational understanding of the art and science of influence. While many programs focus solely on technical delivery, our curriculum integrates classical rhetorical principles with modern psychological insights into communication, ensuring participants learn not just what to do, but why it works. A key differentiator is our emphasis on personalized, constructive feedback through methods like video-recorded practice sessions. This allows for a granular analysis of individual speaking patterns, providing a clear and objective path for improvement that generic advice cannot offer. Furthermore, the course content is structured to build skills progressively, starting with conquering internal barriers like anxiety and culminating in advanced persuasion strategies for high-stakes environments, including virtual settings. We focus on developing an authentic speaking style for each participant, rather than a one-size-fits-all approach. The ultimate goal is not to create polished performers, but to cultivate confident, credible, and adaptable communicators who can genuinely connect with any audience and drive meaningful action.