



## Presenting in English

### Prepare Yourself for an International Audience

Business life is nowadays mostly international. It is widely recognised that the ability to present your work, your product, your ideas or yourself in English is an essential attribute for success. This course focuses on building up confidence in your presentation style. Become familiar with the key elements of a successful presentation and take advantage of the opportunity to apply them in practice. Learn about the cultural differences in presentations. The number of participants in the course is limited to allow time for individual guidance and feedback by the trainer and fellow participants.

#### Seminar Benefits

- You will learn the key elements for presenting in English.
- You will learn what to do and what to avoid in international presentations (cultural differences).
- You will learn the specific vocabulary and relevant idioms for presentations in English.
- You will learn to use various forms of interventions and steering instruments.

#### Target Group

This training is for non-native speakers who are fluent in English but would like more practice and guidance for presenting in English.

#### Seminar Date and Location

March 31 to April 1, 2009, ZEW, Mannheim  
first day: 2:00 pm - 6:00 pm; second day: 9:00 am - 5:00 pm

#### Trainer

Barbara Hey, ZEW

#### Seminar Fee

The seminar fee is EUR 870,- (plus 7% VAT).  
The number of participants is limited.

#### Seminar Organisation

In case of questions concerning the organisation of the seminar or an accommodation please contact Vera Pauli,  
Telephone: 0621/1235-240, Fax 0621/1235-244, E-Mail pauli@zew.de

## Programme

March 31 to April 1, 2009

#### Planning and preparing international presentations

- Analysing your audience
- Setting the target and dealing with time constraints

#### Delivering an international presentation

- Designing a professional start
- Structuring the main part
- Preparing a conclusion

#### Specific vocabulary for presentations in English

- Using idiomatic phrases and technical terms for your presentation and the question & answer session
- Polishing up your language

#### Important aspects of intercultural communication

- Knowing the effect of verbal and non-verbal communication cues
- Avoiding intercultural pitfalls

#### Professional coping with unforeseen situations

- Involving the audience
- Taking questions and dealing with difficult situations and stage fright

#### Learning by doing

- Presentations of participants with feedback and video analysis

#### Learning and Teaching Methods

- Short trainer inputs, feedback and guidance given from the trainer and other participants and video analysis of selected exercises

## Trainer



#### Barbara Hey

After having passed a degree in commerce, Barbara Hey worked at Gerling Konzern with their Human Resource Department for about two years on a freelance bases. During her time at Gerling she passed a degree in Work and Organisational Psychology at the open University of Hagen. At ZEW she works at the department of knowledge transfer and further education as a project leader. She focuses on the qualification of international management and internal qualifications.