



# Presentation training

## How to win over your audience

### Seminar objective

Would you like to increase your persuasiveness, make optimal use of modern methods and present in a way that is appropriate for your target group? In this seminar, we will teach you the most important presentation techniques so that you can inspire your audience for your cause. Media for the preparation and execution of effective presentations will be presented. Each participant will have the opportunity to review and adjust his or her presentation techniques.

### Seminar content

#### The basics of a presentation:

- The preparation of a skillful presentation
- 6 rules for the successful delivery of a presentation
- How do I effectively persuade my audience? - Personality management
- Arguing confidently, convincingly and professionally
- The conclusion of a presentation
- The follow-up of a presentation

#### Presentation techniques - presenting convincingly:

- Important visualization aids in a presentation
- The most important stylistic devices, argumentation techniques and objection handling in a presentation
- Activation and control of group discussions
- The different presentation situations

#### The structure of a presentation:

- Introduction, main part and conclusion
- How do I do research correctly?
- How do I design my slides?

#### Applications in practice:

- Transfer to everyday life
- Case studies
- Improve presentation skills through targeted feedback
- Intensive practical presentation exercises

### Methodology

Practical exercises Video examples Exercises with individual feedback  
Interactive and experience-oriented exchange Short trainer inputs

### Target audience

The presentation training is aimed at specialists and executives from business enterprises of all sizes and sectors as well as from public administrations who want to optimize their rhetoric and presentation skills for their next appearance.

#### Course ref.

KOM1002

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

07.11.2024 – 08.11.2024  
13.03.2025 – 14.03.2025  
27.03.2025 – 28.03.2025  
02.06.2025 – 03.06.2025  
30.10.2025 – 31.10.2025

##### Hamburg

02.09.2024 – 03.09.2024  
15.05.2025 – 16.05.2025  
01.09.2025 – 02.09.2025

##### Berlin

16.01.2025 – 17.01.2025

##### Hannover

19.06.2025 – 20.06.2025

##### Cologone

26.09.2024 – 27.09.2024  
07.07.2025 – 08.07.2025  
25.09.2025 – 26.09.2025

##### Frankfurt am Main

21.11.2024 – 22.11.2024  
13.03.2025 – 14.03.2025  
20.11.2025 – 21.11.2025

##### Nuremberg

13.02.2025 – 14.02.2025

##### Stuttgart

10.10.2024 – 11.10.2024  
27.10.2025 – 28.10.2025

##### Munich

02.12.2024 – 03.12.2024  
03.04.2025 – 04.04.2025  
01.12.2025 – 02.12.2025



**MANAGEMENT-INSTITUT  
DR. A. KITZMANN**

Seminare für Fach- und  
Führungskräfte

**Fee**

1.150,00 € (ex. VAT)

1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

\_\_\_\_\_  
Name/Vorname

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E-Mail

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Mobilnummer

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Veranstaltung                      Seminarcode

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Firmendaten/Rechnungsempfänger

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Firma

\_\_\_\_\_  
Rechnung (Name)

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Straße/Nummer

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PLZ/Ort

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Telefon/Fax

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Branche

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Datum

2. Teilnehmer

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Name/Vorname

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Mobilnummer

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Veranstaltung                      Seminarcode

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Ort                                      Termin

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Anzahl der Mitarbeiter in Ihrem Unternehmen

\_\_\_\_\_  
Kundennummer

\_\_\_\_\_  
Anmeldebestätigung (E-Mail)

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Unterschrift