Soft skills

Public Speaking and Impactful Presentations

Two days to speak with ease in front of a team, a client, a trade-fair audience or a kick-off meeting. Participants work on message structure, voice, posture, managing nerves, use of visuals and answering questions, through repeated, filmed run-throughs. Each person improves a real presentation, from its first version on the first morning to its final version on the second afternoon.

Duration : 2 days

Objectives

1. Identify your strengths and areas for progress as a speaker from a first filmed run-through
2. Structure a presentation around a central message, with an opening and a conclusion that calls for action
3. Control your voice, eye contact, posture and nerves in front of a group
4. Design supporting material that serves the speaker rather than replacing them
5. Handle questions, objections and the unexpected during a session
6. Adapt your delivery to the audience: shop-floor team, client, external audience, remote meeting

Programme

Day 1 — morning

• First filmed three-minute run-through and self-assessment
• What an audience retains: one message, a few ideas, examples
• Structuring: opening, central message, three ideas, conclusion with a request
• Exercise: build the outline of your real presentation

Day 1 — afternoon

• Voice: pace, volume, silences, articulation
• Body: grounding, eye contact, gestures, using the space
• Nerves: understand their effects and channel them through preparation and breathing
• Short filmed run-throughs with feedback from the group

Day 2 — morning

• Visuals: readable slides, figures, diagrams, samples or parts shown to the audience
• Telling: field examples and facts to make a technical subject concrete
• Questions, objections, interruptions, equipment failure: staying in control
• Speaking remotely and in hybrid format

Day 2 — afternoon (workshop)

• Workshop: final ten-minute filmed presentation in front of the group
• Comparison with the first-day run-through
• Personal progress plan: three points to work on in your next talks
• Knowledge test and course review

Teaching methods

• Repeated filmed run-throughs, with participants' consent, and individual analysis
• Voice, breathing and posture exercises
• Work on each participant's real presentation: team meeting, client presentation, trade-fair talk
• Structured feedback from the trainer and the group after each run-through
• Can be delivered in French, Darija or English depending on the audience

Assessment and documents

Knowledge test, and a final presentation assessed on a grid shared from the first day, post-training evaluation at D+1. Numbered certificate verifiable online for each participant; training report given to the company.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

For a decision at stake in front of management, the day “Presenting to and Convincing an Executive Committee” extends this work. For professional writing, see “Writing to Be Read: Emails, Minutes, Reports”.

Practical information

Duration	2 days
Audience	Managers, executives, experts, meeting facilitators and anyone who has to present in front of a group
Prerequisites	No prerequisites; bring a real presentation to improve
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Do participants need to be comfortable speaking already?

No. The first run-through is short and serves only as a starting point. Participants who are very comfortable work on structure and handling questions; those who dread the exercise first make progress on nerves, voice and posture.

How is this different from “Presenting to and Convincing an Executive Committee”?

These two days develop the speaker, whatever the audience. The executive-committee day addresses one specific case: getting a decision from executives who have little time and expect options, risks and a clear request.

Can we work on presentations in English?

Yes. The course can be run in English, or in French with passages in English for participants who present to foreign clients, buyers or partners.

Can these two days be funded?

It can be part of the company’s training plan and be the subject of a file under the OFPPT special training contracts (CSF), according to the rules in force. We prepare the file with you.