m62 Urges Presenters to Consider What They Want from Training Courses

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Liverpool, UK (RPRN) 04/15/10 — m62, the global leader in presentation effectiveness, today urges presenters to consider what they want from a presentation training course when researching agencies.

There are many different theories to approaching presentations, and many different techniques. Some ideas are complementary and work well with different approaches, whilst some may contradict each other entirely.

Before research into different courses begins, delegates should decide what they want from a training course. There are many different aspects of presenting that can be worked on; classes range from those on designing visual aids to those on improving conversion rates in sales presentations.

Even deliverability of presentations can be approached in different ways. Some training courses only teach soft skills such as voice control, whilst some focus on hard presentation skills that involve a transfer of knowledge to enable delegates to make informed decisions about what they present and how they present it.

There is also now a variety of PowerPoint training schemes available, which

again come in different shapes and forms. Some courses offer design and technical advice, while some inform delegates what sort of visual aids work well in PowerPoint, and how to use and create slides in the most effective way possible.

Nicholas Oulton, Founder of m62, commented: “With such a range out there, it is important to ensure that presenters pick the course that is right for them. A useful test is to look at an example of the agency’s work: if the presentation is delivered successfully with effective use of visual aids, the company will have a better chance to pass this on to delegates.

"Aside from anything else, delegates should never go with a company that uses bullet points. Trainers who use bullet points on their slides are not up to date with presentation theory, and cannot be expected to aid course attendees to present in an effective way.”

m62 has produced 10,000 presentations for clients worldwide, and operates from offices in the UK, US and Singapore.

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m62 is the global leader in presentation effectiveness, from offices in the UK, USA, and Singapore.

PowerPoint design for sales presentations, marketing presentations, training presentations, and investor presentations; PowerPoint training; and presentation skills training.

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