



# ART OF PERSUASIVE PRESENTATION

10 OCTOBER 2019

Lecture Theatre, Ground Floor, ILIA Building, UBD

**"THE SUCCESS OF YOUR PRESENTATION WILL BE JUDGED NOT BY THE KNOWLEDGE YOU SEND BUT BY WHAT THE LISTENER RECEIVES."**

A good presentation can influence others to adopt your viewpoints and opinions. All great leaders have this trait in common; they are persuasive presenters. But a good persuasive presentation does not just happen; it is a cultivation of proper training, planning, rehearsal and delivery.

In this express program, participants will learn the fundamentals needed to build confident and competency as a persuasive presenter in the future.

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FOR JOBSEEKERS AND  
STUDENTS!!**

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# ENRICHMENT PROGRAMME

## Programme Overview

The ability to present an idea clearly and effectively is highly valued in today's world. A good presentation can influence others to adopt your viewpoints and opinions. All great leaders have this trait in common; they are persuasive presenters. But a good persuasive presentation does not just happen; it is a cultivation of proper training, planning, rehearsal and delivery.

Delivering persuasive presentations can be daunting if you do not know what to do. In this express program, participants will learn the fundamentals needed to build confidence and competency as a persuasive presenter in the future.

## Who Should attend?

Anyone who needs to make better presentations!

## Learning Outcome

At the end of the Training, participant will be able to:

- Deliver presentation confidently and effectively
- Discover personal style
- Organise presentation effectively
- Apply rhetoric
- Apply verbal and non-verbal communication

# ENRICHMENT PROGRAMME

## Programme Itinerary

Throughout the duration of the training, participants will learn:

- Body Language
- Vocal Variety
- Rhetoric
- Speech Organisation and Preparation

## Methodology

The training will include various session on theories of communication, personal sharing and individual/ group-based activities

## Medium of Instruction

Predominantly English Language  
(Malay Language will be used if necessary)

# ENRICHMENT PROGRAMME

## PROGRAMME LEADER: STUART LEE



Stuart Lee is a trainer and award-winning speaker. For the past 15 years, he has trained over hundreds of speakers to communicate effectively and also coached many international speech champions. He has the ability to identify, nurture and fulfill the potential of individuals through a unique blend of unconventional methods and real life experience.



In 2019, Stuart Lee became the principal trainer of Articulation Sdn Bhd after being with Rhymin & Partners (Coaching & Consultancy) for 4 years. In the four years, he has conducted over hundreds of training with more than one thousand participants from government ministries, multi-national companies, local corporations, companies and SMEs in Brunei Darussalam and Malaysia.

Before he was a trainer, Stuart started his career at 23 as a lecturer teaching communication for IELTS students. Since then, he has also been in various corporate communication positions for 10 years across media, advertisement, ICT and constructions industries in Brunei Darussalam and Malaysia. Throughout his career, Stuart has been involved in numerous speaking engagements as a speaker, emcee, judge, coach and moderator.

Stuart holds a Master of Arts in Language and Communication and a Bachelor of Arts in English, minored in English Literature. During his time in university, he was part of university's debate team and competed in National level competitions.

Stuart is an HRDF- certified trainer (Malaysia), certified trainer of Getting Things Done (GTD) and certified practitioner of Neuro- linguistic Programming (NLP)



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