

Made to Order Workshops and Events

Presentations Live is happy to design a specific workshop or event to suit your individual needs and goals.



Expert Pharmaceutical Sales Talks without 'salesmanship'

Servier Medical Corporation's sales people faced a new challenge: how to enter into the Swedish market by doing sales related presentations in Swedish hospitals and medical clinics, where there is a rule against using too much "marknadsföring" (sales techniques). We designed a one day workshop on using simple, powerful skills to 1) capture the professional interest of the audience and focus it on the goal of the talk, 2) use power point to report technical research results in a way that makes clear and simple the virtues of the products involved. A year later one of Servier's experts told us: "You know, I was a little doubtful about the value of your workshop when we started, but now I practice what you taught us every day."



Aeronautical Expertise: Life Without Bullet Points!



A few years ago, the communications people at **Saab Aerotech and Aerospace** also presented their sales team with a new challenge: no more bullet points in company presentations. All the bullet points in their presentation slides were replaced by powerful, dramatic images of Saab products in flight. So far, so good. But then it was time to retrain the sales execs on how to use them! We designed a series of workshops to install the most up to date, dynamic and engaging practices to give the new images the exciting delivery they deserved. Several of Saab's VP's for Communication were so impressed they followed up by enrolling in our comprehensive Alpha Speakers Workshop, to get the full value of our approach to classic presentation skills and 21st century rhetorical strategies.



"Winning Presentations" For IT Experts

It is no secret that IT experts may be highly gifted in crafting the technology for communication without necessarily grasping the performance skills which make for engaging, enjoyable and convincing presentations. We created a half day workshop/event specifically for the IT experts at **Jusek's** engineering association. Here's what one participant said: "I attended an *extremely* good presentation/workshop on presentation skills by John Paval...focused on how to engage the audience with physical behavior and how to structure and organize your content. It was invaluable for the international presentations I will be doing...clear, concise, and memorable. It would be extremely valuable to have this workshop for everyone in the company who does a lot of presentations." Björn Radon, Web Guide Partners.



Special Events that Function like Workshops



Presentations Live has overseen international workshops with dozens of trainers in multiple countries teaching up to a thousand employees of a global enterprise how to improve sales by creating more engaging personal contacts with visitors to the showroom. We can also transform your annual or semi-annual meeting into an enjoyable vehicle for sensitizing everyone in your group to the value and power of live presentations. We have done this for medium sized businesses like the Swedish building supply company **Alfort & Cronholm**, bringing the whole company to its feet for a series of eye opening group exercises on the challenge of communicating effectively. We have done this for top executives of major global enterprises like **Alstom Power**, transforming a portion of their semi annual meeting into an enjoyable team building workshop, including group exercises and practice media interviews which were both highly amusing and thoroughly instructive sessions on identifying and promoting common themes throughout the upper echelons of the company.

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