



# CONDUCT SUCCESSFUL VISITS



## A training course on public speaking

You are solicited to open your doors to visitors and you wish to promote your activities. Be them students, decision makers or clients, you have very little time to explain your work and show your facilities.

How can you define the messages to convey? How can you explain a technique without getting lost in details ?

During this training course, we will teach you a method to prepare your visits that you will apply to your case. Then, when your visit is done, you will confront it to a third party opinion.



## Objectives

- Raise and maintain the audience's interest
- Build a targeted message
- Use attractive presentation materials
- Favour exchanges with your audience

## Training duration

2 days

## Number of participants

Up to 6

## Audience

Any person who may conduct visits

## Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

## Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

## Prerequisites

None



## Program

### Raise and maintain the audience's interest

- Build a dynamic sequence
- Create a connection between your discipline and your audience
- Handle metaphors, humour, anecdotes
- Stick to the allotted time

### Build a targeted message

- Speak to an audience of students
- Communicate with clients
- Talk to decision makers

### Use attractive presentation materials

- Show your facilities
- Use drawings, charts, pictures, videos, posters, samples, mock-ups...

### Favour exchanges with your audience

- Stimulate dialog
- Prepare questions / answers sessions