



## Effective Presentation Skills through Storytelling

CONNECTION TECHNOLOGY 裝備未來  
**FUTURESKILLS**

### *Be an Engaging Presenter!*

The ability to give an effective presentation in the workplace is a crucial skill that every employee should possess.

Effective delivery and presence can help get a message across and influence an audience in memorable ways, as well as equipping presenters with a confidence that persists in every aspect of their work.

Programme code

10013230-02

Date and time

20 October 2022  
14:00-18:00

Venue

HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong. (Kowloon Tong MTR Station)

Medium

Cantonese supplemented with English | Teaching note in English

Course fee

HK\$2,000  
(Early-bird: HK\$1,800, applicable on or before 4 September, 2022 )

## Introduction

In addition to possessing professional knowledge, being an eloquent and presentable speaker with confidence is also essential for a successful executive today. Regardless of how often you are put in the spotlight at work or in your personal life, it is a priceless capability to be able to tell a new idea, such as technical solution and concept in a manner which is concise and understandable to your target audiences or internal stakeholders.

### **Cultivate and build your presentation skills at this course, which you will learn:**

- Transform normal presentations into stories to make our communication more effective
- Develop clear and concise messages to gain stakeholder buy-in
- Deliver impactful presentations with confidence to better engage and captivate our audiences

## Programme Contents:

### i. Engaging Content

- Audience Analysis: Create relevant content based on audience type and interest
- Building Context: Use relevant background information to build our story foundation
- Story Flow Framework: Develop a tight and synchronised story with a clear objective in mind

### ii. Effective Delivery

- Posture & Gesture: Project confidence in a presentation with our body language
- Presence & Setting: Build a stronger connection and engagement with our audiences
- “Melody” of our speech: Make our audio presentation more captivating by adding a unique melody
- Volume & Energy: Better project our voice to engage and establish credibility

## Trainer's Profile - Gary LO

Mr. Gary Lo is a TEDx Speaker and seasoned trainer with extensive corporate experience. He spent most of his career working at some of the most admired Fortune 500 companies including LVMH, Apple Inc., Unilever, GlaxoSmithKline and Nestle, with a scope covering the Greater China & APAC region. He was the former Head of Marketing & Admissions for the HKUST MBA Programs, and now serves as a Guest Lecturer for the HKU SPACE Institute for China Business and Nielsen University. He is a high impact presentation winner and has made over 1,000 public speeches in 30 different cities, and is also an Udemy Online Course Instructor with 50,000+ students globally. Various top-tier corporates have invited him as an instructor. Gary holds an MBA degree from the HKUST Business School and also a Mastering Design Thinking Certificate from the MIT Sloan School of Management.



## Enrolment method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Bosco Lau). Please indicate the course name and course code on the back of the cheque and envelope.



Enrolment form can be downloaded at  
<https://www.home.hkpcacademy.org/enrollment/>

<http://u.hkpc.org/axd>