TITLE: **Rhetoric - Presentation**

MODULE: **No: 04**

Objectives: Participants of the module …

- will be in the position to successfully use techniques of giving lectures and presentations,
- will be able to successfully appear in the media,
- will be able to make a good presentation/performance structure,
- will be able to use rhetorical effects,
- will be able to overcome interference during a lecture performance.

Participants: agricultural advisors (approximately 15) Trainers: Slađan Stanković PhD (SS), second CECRA trainer

Location: IPN, Bulevar despota Stefana 68b, Belgrade, Republic of Serbia

Day 1, from 10.00 to 18.00

Time	Phase/Step	Objective	Details and methods	Material/ Visualization	Respons. (Who?)	Comments
10.00	Introduction	Welcome: Overview of CECRA 4 (goals, program presentation). Presentation of participants. Division of participants into groups. Forming a wrap up team.	Presentation of trainers. Presentation of participants: - Each participant has to introduce him/herself (to say 10 words about him/herself), - Exercise: knowledge of the auditorium, write a note on the question: Who are you addressing? (Description in 10 words), - Each participant should explain his/her expectations from the seminar,	Posters (goals, programme), Cards with participants' names.		

			Trainers present the content and objectives of the module.			
10.45	Preparing of the lecturer for performance Business bon ton from the aspect of public appearances	Importance of preparation. Knowing the rules of a successful performance (content, message, performance and presentation).	The needs of the listeners, the choice of theme. Place and time of presentation. Exercise: Why should somebody believe you (write 5 reasons why the audience should believe you as a lecturer)? Why it is important for listeners? Exercise: Your lecture In 10 words, describe the lecture you will be giving.	Pin board, Flipchart. Power Point Smart Board		
11.30	Coffee break					
11.45	Optimal opening First impression	Understanding the importance of the first impression.	Presentation – start with will and confidence and presenter - nonverbal communication. Exercise: Convince me. How to get trust.	Pin board, Flipchart. Power Point Smart Board		
13.00	Lunch break					
13.30	Energizer	Activate trainers and participants.	Fun activity		Energizer team	
13.45	Design and structure of a lecture	Knowing of design.	Principles of effective presentation (clarity, simplicity, conciseness) Steps in making an effective presentation: Introduction – mission, Development – goals, Final word - challenge or call to action.	Pin board, Flipchart. Power Point Smart Board		
14.15	Speech, voice, movement in	Skills in expressing content in front of the audience.	Verbal communication: Voice (accentuation and emphasis on	Pin board, Flipchart.		

	front of the audience		words, rhetorical effects) and Nonverbal communication: (speech of the body) Exercise: Presentation in groups and assessment of presenters.	Power Point Smart Board		
15.30	Coffee break					
16.00	Discussion in the business situation	Include listeners into the lecture. Interactive work.	Questions and answers. Exercise: Good answer (cite 5 good response properties).	Cards, Papers, Pin board, Flipchart.		
16.45	Overcoming obstacles	"Difficult people".	Unpleasant questions - overcoming.	Cards, Pin board, Flipchart, ppt.		
17.30	Summary and conclusion	Temporary evaluation.	Short personal impressions (what I have learned about - team, teamwork and team management).	Pin Board, Flip chart, Mood meter		

Day 2, from 10.00 to 18.00

10.00	Introduction	Contents of the first day are presented.	Wrap up team prepares first day presentation - useful advices.	Pin board, Flipchart.	Wrap up team.	
10.30	Media appearances - visualization	Different forms of visualization. Speech for different purposes. Importance of media.	Types of media performances - when information is material for media. Different types of media: TV show, Press conference.	Pin board, Flipchart. Power Point Smart Board Audio/ Video		
11.00	Coffee break					
11.15	Television appearances	Press release.	Mandatory elements of the announcement (answers on following questions: who, what, when, where, why, how). Development of the announcement. Statement for media. Practical exercises –writing announcement (working in groups).	Pin board, Flipchart. Power Point Smart Board		
13.15	Lunch break					
14.00	Energizer	Activate trainers and participants.	Fun activity.		Energizer team.	

14.15	Press conference	Conference as a media event. Reasons for calling. Event organization.	Pre-conference activities. Activities during conferences. Activities after the conference. Practical exercises - organization of events (working in groups).			
16.15	Coffee break					
16.30	Styling of public/media appearance	Styling rules.	Appearance - dress (by gender), jewelry, makeup, hair.			
17.30	Seminar evaluation		Evaluation of goals. Discussion.			
17.45-18.00	The end of training				All	

Literature and resources

- Participatory Learning and Action: A trainer's guide, Jules N Pretty, Irene Guijt, John Thompson, Ian Scoones, London, 1995, web page www.iied.org/participatory-learning-action
- Facilitation – the art of making your meetings and workshops purposeful and time-efficient. Ernst Bolligerm Tonino Zellweger, Agridea, 1995
- Adviser Facilitation Handbook, Teagasc
- Handout from CECRA Train the Trainer Seminares

Websites:
https://sixth.ucsd.edu/_files/_home/student-life/icebreakers-teambuilding-activities-energizers.pdf
https://www.mindtools.com/a72g4xbonus/TeamBuildingActivitiesToolkitCLUB.pdf
http://slideplayer.com/slide/6953673/