



THE UNIVERSITY OF
SYDNEY

Digital Presentation Skills Course for Professionals

*Centre for
Continuing Education*



Digital Presentation Skills Course for Professionals

This presentation skills short course offers practical training for anyone who needs to present effectively in front of a camera – be it for social media, online media, or live or recorded video. Whether you are a newcomer to on-screen presentation or a more seasoned performer seeking to build your confidence, this course will equip you with the tools and skills you need to enhance your digital presentation skills.

We'll consider what works and what doesn't, how to structure and deliver your message with style, impact and confidence, and how to overcome your nerves. We'll discuss different social media platforms, audiences and consider why and when to use short-form video content.

This course will empower you to:

- find your authentic voice and style
- connect with an audience you can't see
- engage, persuade, inform and influence online and video audiences
- plan, draft and deliver effective content, with key messages and calls to action
- understand technical considerations e.g., cameras, lighting, staging and background.

Intended Audience

This course is suitable for a range of participants including first-time presenters and those who want to enhance their on-screen presentation skills.

We'll consider presenting to audiences in a range of different contexts including social media platforms, online webinars and tutorials, pre-recorded video clips, and hybrid scenarios. The course is also ideal for people seeking to become better 'performers' in the mainstream media.

Participants are encouraged to come to class with a specific on-screen presentation opportunity in mind, to be workshopped and discussed during the day.

Upon completion

Every participant receives a University of Sydney certificate of completion.



Aims

This course aims to help you:

- grow your confidence presenting on screen
- find a style and delivery mode that is authentic to you
- understand the needs of different audiences, and what they want from your video or virtual presentation
- plan, draft and deliver effective content
- consider styling, staging and technical requirements
- practice presenting in front of a camera and respond to direction.



Outcomes

By the end of this course, you should be able to:

- feel confident in front of a camera and develop strategies to manage nerves
- plan, prepare, and deliver effective content for video presentations including key messages and calls to action
- maximise your on-screen presence
- overcome challenges and respond to difficult questions or unexpected situations
- review your work and receive and respond to feedback.



Content

The course will empower you using the following framework:

Know your audience + perfect preparation + practice your performance = a powerful on-screen presentation

The first part of the course will focus on knowing your audience. We'll consider:

- Who is the audience?
- What social media platform are they on, and why?
- What do they want from your presentation?
- Why are you the best person to give this presentation?
- Finding your authentic voice and style
- Building your confidence



The **second part** of the course will delve into perfect preparation. This will include:

- planning and structuring the key building blocks of your presentation including developing key messages and calls to action
- using personal anecdotes, case studies and storytelling techniques to illustrate your message
- Handling the Q&A
- considering your personal appearance, including styling, wardrobe and staging
- planning your technical requirements, including camera, lighting, mics, background etc

The **third part** of the course will focus on practicing your performance. We'll practice:

- refining your presentation
- presenting in front of the camera
- communicating succinctly, confidently and effectively
- troubleshooting unexpected problems.



“I appreciated the interactive aspect of actually videoing myself to learn to put this into practice. Having a clear structure to plan what to say on presentations and power of storytelling was really helpful. Amazing course and highly recommended!”

Nikki Montenegro



Delivery Style

This digital presentation skills course is an interactive workshop which includes facilitator training, in-class exercises, and workshop-style activities. We will practice in front of the camera, review our performance, and receive feedback and direction.

Materials

Course materials, including a course booklet, are provided electronically.

Prerequisites

None



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF
SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

**Empower ambition,
*inspire leadership***

For more information

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