

Presenting for Influence in the Public Sector

Boost your confidence and influence power as a presenter

When: September 21, 8:30-3:15

Where: Virtual, via Zoom

Presenters present so that audiences will think or act differently when the presentation ends. This class will help you move audiences from where they are to where you want them to be. You'll learn how to establish credibility using four types of "influence power" and how to style your slides to hold your audience's attention. You'll practice applying these ideas to your own work situation. This class costs \$225.

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

1. Explain the relationship between presenter, audience and style, and the importance of each in interpersonal communication
2. Describe and apply the 3 questions in planning interpersonal communication projects
3. Describe and apply the 4 different credibility-enhancing influence powers
4. Use presentation software such as PowerPoint or Google Slides to deliver an influential message in effective style

Instructor: Kyle Henderson (MS, UW-Whitewater) leads information design and publishing at UW-Madison's DoIT Communications. He began his career as a copywriter and has more than 20 years' experience editing digital and print publications. He has a master's in communication and is an expert in writing for influence.

Testimonials:

"I really liked the flow of this class from credibility to content then style. I also liked how well the instructor incorporated the questions about presentation interruptions - very helpful discussion."

"Kyle is a very good instructor. He's engaging and provides excellent examples of how to apply the material."

"My organization has placed an emphasis on improving internal communications and the materials from this class will definitely help me support this initiative."

Register at: <https://localgovernment.extension.wisc.edu/cpm-public-courses>



UW-MADISON EXTENSION LOCAL GOVERNMENT EDUCATION

