

American Management Association's Virtual Presentation Certificate Program

Learning Objectives

- Speak, Think, And Message with Greater Precision by Focusing on Key Ideas and Clear Purpose.
- Shape and Organize Your Presentation to An Online Environment in Order to Inform and Influence Listeners and Get the Results You Desire.
- Select the Appropriate Virtual Channel for The Most Effective Delivery of Your Message.
- Engage and Maintain the Attention of a Virtual Audience by Authentically Making the Most of Your Voice, Body Language, Online Production Environment, Online Platform, And Rhetorical Devices.
- Identify and Address the Factors Contributing to Camera/Microphone Anxiety and Negative Stress.
- Manage Virtual Question and Answer Periods in Either Audio or Chat Environment with Confidence and Savvy.

Rethinking Virtual 5 P's Presentations

- Identify the Characteristics of Successful and Unsuccessful Virtual Presentation.
- Describe the Differences Between Face-To-Face and Online Presentations.

Probe

- Demonstrate Competencies to Perform Audience Analysis.
- Consider Technology Choices and Select Appropriate Online Strategy to Meet Achieve the Presentations Central Idea Statement.

Plan

- Apply Organizational Patterns Used in Face-To-Face and Virtual Presentations.
- Apply Structure to Develop Balanced Presentations.
- Identify Use of The Appropriate Virtual Platform to Engage the Audience.

Practice

- Apply Dynamic Delivery Skills to Your Online Presentation.
- Adapt Language to The Audience and Occasion.
- Apply Methods to Reduce Presentation Anxiety.

Present and Process

- Project the Appropriate Image to Meet Expectations.
- Respond in a Focused and Controlled Fashion During Q&A.