

# Audience Centered Presentations



*New Directions in Sales and Service Training*

## What is ACP?

Audience Centered Presentation (ACP) is a highly interactive two-day workshop that is based on integrating the needs of an audience into the structure, content, and delivery of a presentation. ACP focuses on how participants can develop and enhance their skills to get the desired responses from their audiences.

## Who Should Attend ACP?

ACP is beneficial for anyone who needs to give informative, powerful, and convincing presentations to groups of twenty-five or less. It allows participants to overcome fears of public speaking, providing them with the opportunity to practice their presentation skills in a non-threatening environment. ACP develops speakers who have the necessary skills to sway an audience through effective presentations.

## Topic Areas Covered in ACP

- ◆ Audience Analysis
- ◆ Structure: Planning, Introduction, Needs Identification, Recommendations, Closing
- ◆ Content
- ◆ Delivery

From the very beginning of ACP, participants practice their presentation skills. As the workshop continues, presentations become longer and more refined. Throughout ACP, video taping as well as group and administrator feedback are used to build confidence and to apply new techniques. During the workshop, text readings are used as the foundation for group discussion.

## What Are the Outcomes of ACP?

At the conclusion of ACP, participants will:

- ◆ Develop a flexible structure for presentations
- ◆ Use effective delivery skills
- ◆ Customize presentations to audience needs and desires
- ◆ Analyze and evaluate presentations for continued improvement

## About New Haven Consulting Group, Inc.

New Haven Consulting Group, Inc. is a full-service training company specializing in sales, service, management and compliance training. For more information regarding ACP and all other NHCG, Inc. products or services, contact us at (203) 926-1526 or by E-mail at [info@nhcg.com](mailto:info@nhcg.com).



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