



Professional Presentation 'Live'

What is Professional Presentation 'Live'?

The Professional Presentation 'Live' program offers a uniquely effective, high tech solution that's unparalleled on the market. Over the course of the presentation that takes place in virtual reality, the presenter tries winning over the so-called live audience and convinces them about him- or herself and thus about his or her product or service.

After objectively gauging the individual knowledge level, the presentation skills are developed in a virtual space with the help of a solution that's without comparison across the globe. The system, based on a 360-degree projection technology, is partly controlled by a biofeedback system. The biofeedback solution means that the presenter's stress levels are continuously measured throughout the entire presentational program. In light of the measured values, the participants are taught how to prevent and handle stressful situations that often occur in various parts of the presentation.

Through the simple usage of the simulation system, areas that need to be developed can clearly be pinpointed. These can then be honed to

perfection by the participant with the help of his or her instructor in front of a projected virtual audience, without any real risks, yet in a lifelike and realistic, reactive environment that can be modified as needed.

The full-fledged program can also be successfully integrated into the tried and tested methods and programs of *Persona* GLOBAL®. These include The Persuasive Communicator® (PC), Management Action Profile (MAP), Performance Leadership Profile (PLP), Emotional Capability Profile (ECP), M@GIC, Leadership Equity Assessment™ (LEA), etc.

Professional and private success is unimaginable without effective communication. Thus, the need for effective presentational knowledge is increasing in almost all walks of life. Almost all the participants of the economic, scientific, political and educational scenes must regularly give presentations for their clients, bosses and the participants of conferences. The Professional Presentation 'Live' program provides a unique to the market, effective, high tech solution for this.



CASE STUDY

◆ SITUATION

A top executive of a multinational corporation was getting ready to give his yearly report in New York to representatives of the company's top 11 world leaders. He knew that a presentation like this would define the future opportunities of the company in his home country, as well as his position as a top executive.

◆ COURSE OF ACTION

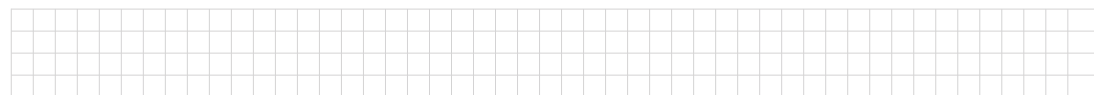
The executive chose Professional Presentation 'Live' as his training solution and the experts providing PPL provided him with a comprehensive training solution using PPL's state of the art technology. Their main task was to consider the audience. The client considered who would be the most important opinion formulators at the meeting and defined what kind of messages he had to firmly pass on to the 2-3 key players. He considered the various ways these people could "attack" him, and the various ways he could fend off these offenses. He practiced his approach by using both the PPL General module, supplemented by the CEO Specialized module.

◆ RESULTS

The presentation was a success. The client summed up the background of the success by the following: "In the course of my previous presentations, I almost always paid attention only to what I wanted to say. Now, however, the direction of the preparation was defined by considering the most likely informational needs of my audience."

PROFESSIONAL PRESENTATION 'LIVE' PROGRAM STRUCTURE:

- 1 Preliminary questionnaire is completed online, pointing out the areas that require development.
- 2 1-2 days of class-room training are completed depending on the participants' knowledge and needs.
- 3 Training is followed by a 3 hour-long, individual simulation exercise in a virtual reality space partly directed by an entirely unique, biofeedback-based 360 degree projection technology.
- 4 Participant and the program leader jointly evaluate the performance he or she provided; particularly demanding situations and the relating actions that need to be taken are identified.
- 5 Based upon the experience, the participant's presentational knowledge is reinforced where necessary, which he or she can develop and turn into a skill in the course of a new simulation exercise.
- 6 Following the simulation, the participant receives a written analysis and a development plan along with the recordings.



Stress is the number one enemy in public speaking, and that is why we are focussed on it.

Dr. Zsolt Mészáros is analyzing / Dr. János Serényi is "practicing"

PROFESSIONAL PRESENTATION 'LIVE' MODULES:

- **TWO GENERAL MODULE:** For anyone who gives presentations to smaller groups in any subjects. The disturbing situations and unpleasant questions that influence the presentation were compiled so they would be suitable for gauging the candidate's real presentational knowledge regardless of the presentation's subject.
- **SALES MODULE:** For anyone active in the fields of sales. The sales representatives have approximately 1 hour to convince the audience – who will be asking them tough questions – about the strength of their products or services. The program can be easily linked to – among others – the SCA survey.
- **PITCH MODULE:** There are a growing number of companies who choose their partners through a pitch. The decision is often made based upon the way the material is presented and how the candidate is capable of performing under the onslaught of questions.
- **CEO MODULE:** The number one representative of a company has to give presentations to a growing number of client meetings and conferences and their presentation style has a huge effect on their company and personal career. The preparation for planning sessions, forecast meetings, and financial overviews is greatly assisted if the CEO practices how to handle the kinds of tough questions that usually come up in such occasions.
- **MEDIA OWNER, MEDIA AGENCY MODULE:** Media owners and media agencies always want to get more and more business and their most used weapon is the presentation.
- **COMMUNICATION AGENCIES MODULE:** (Advertising, PR, on-line, DM, point of sale, event marketing etc agencies). These companies are forced to make presentations day and night: presentations for existing clients, for potential new partners etc.
- **PUBLIC PERSONALITY MODULE:** Tailored for the leaders of ministries, state authorities, mayor offices, as well as various professional and social organizations; learn how to represent standpoints in a number of delicate matters.
- **JOB-HUNTER'S MODULE:** A professionally prepared candidate is capable of properly displaying his or her knowledge in front of a potential employer; learn how to realistically brand yourself and convincingly present your suitability.



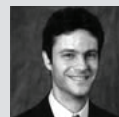
ABOUT THE AUTHOR



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Dr. János Serényi, For the past twelve years Dr. Serenyi has worked in the design and hosting of individual development programs and trainings for his firm, Értéktrend Consulting. He continues to be a highly sought after public speaker for the fields of his expertise, in particularly personal branding, presentations and leadership science. He previously led the establishment and direction of the Budapest-based company of the American advertising giant, McCann Erickson.

ABOUT THE AUTHOR



Dr. Barnabás Takacs
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Dr. Barnabás Takacs, As the technological founder of PPL, Dr. Takacs has an impressive and internationally recognized career in computer science in the fields of virtual reality and other technologies. Upon receiving his PhD in Computational Sciences from George Mason University, Dr. Takacs has worked as a Chief Technology Officer and Director for a number of high profile startup companies in the technology and entertainment sectors. He is a notable lecturer for many forums and his papers continue to published worldwide.



For more information about **Persona GLOBAL®**, Inc.'s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT Persona GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL®, Inc.**'s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona GLOBAL®** practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from Persona GLOBAL® Programs include:

- BMW
- Applied Materials
- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment