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## University of Zurich | EHCL

### «Rhetoric & Performance Skills» | 2024

**Customized course | August 5 2024 | max. 4 participants**

Coordinator EHCL Programme Rolf Heusser | Marcel Juen and Helen Züger

#### Learning objectives

1 Trainer

1 Camera Expert

#### Participants...

- o ...learn and practise how to present their message and their lines of argument in a way that is appropriate for the target audience.
- o ...know how to position themselves in relation to their target audience and achieve their goal.
- o ...refine their personal presentation skills during the process. This strengthens and refines their self-confident and convincing appearance.

#### Block 1

##### «Effect of the content»

- o Reason for the presentation: Strategic presentation goal | (target) Audience | Message | Argumentation chains
- o 3 communication worlds: I - you - it
- o Structure: Creative start | clearly structured main part | concise conclusion
- o Content: Figurative and exemplary language | Formulation | Sentence construction
- o Impact pyramid: Content - Voice - Appearance

#### Block 2

##### «Verbal effect»

- o Voice: Attitude | Tonality | Voice variance | Voice volume | Articulation | Pauses
- o Personal focus: Reflecting on and categorizing what you have learned | Defining practical goals

#### Block 3

##### «Visual effect»

- o Optics: Stance | Posture | Use of space | Facial expressions | Gaze | Gestures | Clothing | Accessories | Background

#### Block 4

##### «Tools | Stress management»

- o (digital) Tools: Types | Design | Effect | Use
- o Stress management: Mental strength | Stage fright
- o Personal focus: Reflecting on and categorizing what you have learned | Defining practical goals
- o Outlook: Course overview | Farewell