



This project is co-funded by the European Union  
and the Republic of Türkiye

## Technical Assistance for Assessment of Türkiye's Potential on Transition to Circular Economy

EuropeAid/140562/IH/SER/TR

### EFFECTIVE TRAINING AND PRESENTATION TECHNIQUES

#### Activity 3.2.3. Training of Trainers on Integrated Waste Management in Line with Circular Economy

Özlem Yurdanur

September 16-19, 2024

Sakarya



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# Introductions





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Pre-Presentation Preparation Target Audience



Message - Content Development



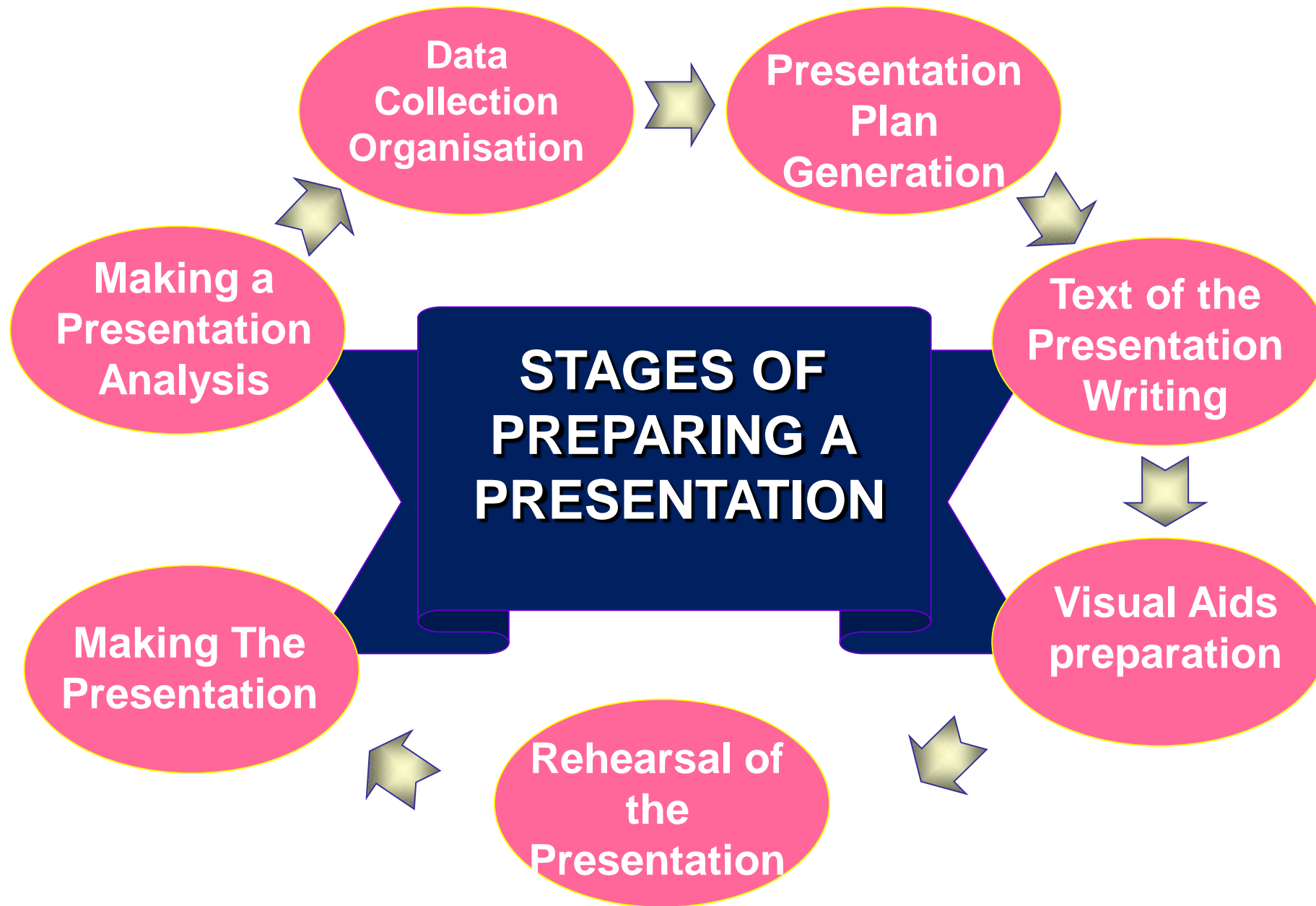
Material Preparation



Physical Mental Spiritual Preparation



Planning the Presentation and Effective Oratory





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## Pre-Presentation Preparation Objective and Target Audience

### Objective of Presentation

- Information Transfer
- Supporting the Decision-Making Process
- Persuasion and Influence
- Communication and Cooperation
- Training and Development

### Target Audience

- Content
- Participant Motivation and Tendency
- Level of Communication
- Content Adaptation



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## Target Audience

Audiences include political, demographic, psychographic, firmographic, ethnographic differences.

## Expectations

Each presentation is designed based on a predetermined topic.

However, each of the viewers has different expectations about the same topic.



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## Message - Content Development

**Message**

**Main Message**

**Supportive Messages**

**Data - Statistics**

**Introduction- Development - Conclusion**

**Integrity**



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**About the marketing of the presentation, objective, expectation, scope  
Disclosure,  
(arousing interest)**

**Presentation of information in a logical index, meaningful sampling  
(Satisfying the need for information)**

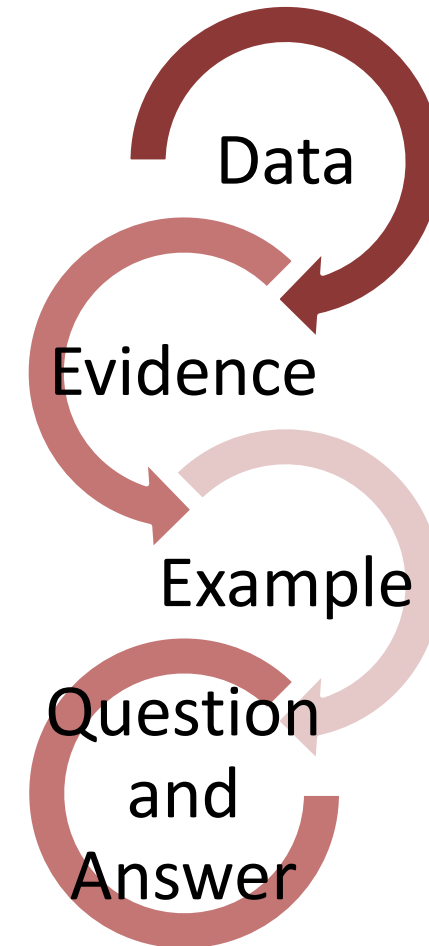
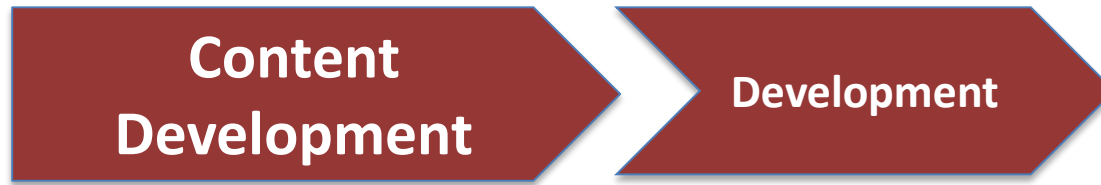
**Linking the information given to a meaningful conclusion, identifying new work steps, summarising the topic and answering questions  
(persuasion, decision-making, sense of satisfaction)**







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## Material Preparation

### Material

**Slides**

**Graphs and Tables**

**Visuals and Videos**

**Sound and Music**

**Live Demos or Screenings**

**Posters and Brochures**

**Participant Notes**

**Blackboard**

**Software and Applications – Prezi, Mentimeter, Kahoot**



# Physical Mental Spiritual Preparation



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# Planning the Presentation and Effective Oratory

## Maintain a Positive and Professional Attitude

- Make A Good First Impression
- Be Positive and Professional

## Interact with the Audience

- Eye Contact
- Encourage Listener Participation
- Be Open to Feedback

## Use Effective Body Language

- Hand and Arm Movements
- Mimic and Gestures
- Voice Tone

## Use Visual and Auditory Tools Effectively

## Pay Attention to Technology Use

## Pay Attention to Time Management



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# Thanks for your attention.



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Türkiye Döngüsel Ekonomi

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