

# Case Study

**High Impact  
Presentations**

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# ABOUT CLARKMORGAN

CLARKMORGAN ENABLES MULTINATIONAL ORGANISATIONS to execute upon strategy by designing and delivering relevant and impassioned learning programs that develop the capabilities of our clients. Putting that simply, we help people evolve through transformative training.

Opened in Shanghai in 2001, where it is still headquartered today, ClarkMorgan has become an industry leader, winning back-to-back CCH China Staff 'Training Firm of the Year' awards in both 2007 and 2008 and beating international and long-established competition. In 2023 we now celebrate our 22nd year of success in China.

ClarkMorgan brings a multinational team of business savvy consultants and trainers together, providing services to the Fortune 500 and Global 1000 firms especially Local Chinese Firms operating within the Asia Pacific region. We assist in small, one-off programs, but more often than not, our staff are dispatched across the region, helping organisations develop their staff's skills and ultimately hit their KPIs.

Furthermore, ClarkMorgan is active in supporting the non-for-profit sector in this regional, launching Spark China in 2009, and founding the Chinese Association of Training & Development Specialists (CATDS) in 2012.

ClarkMorgan also works closely with China-based charities, including The Library Project, Pretty in Pink Shanghai, and WWF.

# BACKGROUND

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This client is a world-class telecommunication and information operator. The Group has the largest number of mobile network subscribers in the world.

They strive to offer a superior service experience and to become a first-class service provider in the development of digitalized and intelligent Hong Kong.

They launched 5G services in 2020, committed to combining 5G with new technologies, such as artificial intelligence, IoT, cloud computing, and big data, integrating 5G applications in different industries, and promoting the construction and development of smart city groups in the Greater Bay Area.

This Presentation Skill training is to prepare a team of “5G Ambassadors”. They will be promoting the new image of their company that they are much more than a mobile service provider.

This program is tailored for Ambassadors with a new and specific focus to promote they are a technology company that provides the most up-to-date and state of the arts technological solutions to enhance their customers’ quality of living.

## SOLUTION

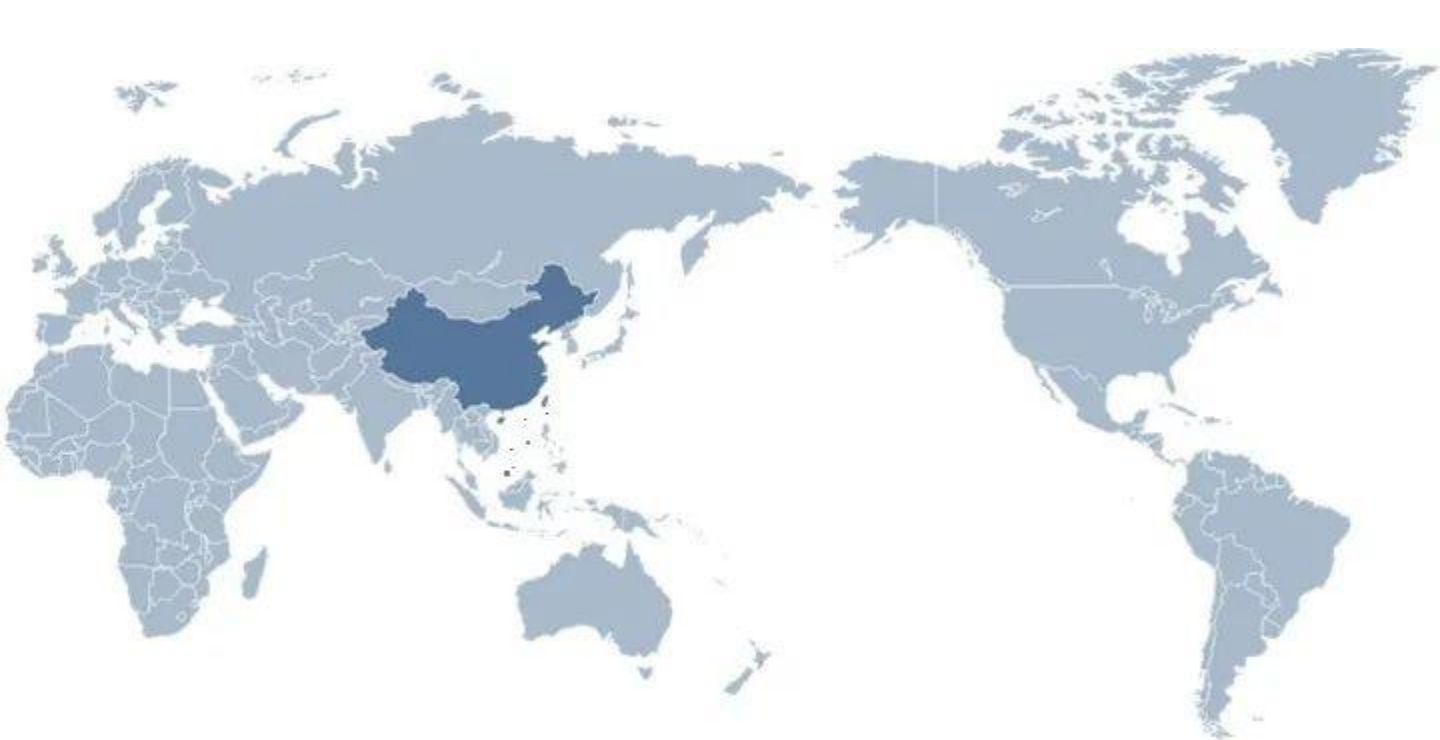
**The training program includes:**

- ◆ Developing a Strong Opening
- ◆ Audience Analysis - The 3 P's – People, Purpose, Payoff
- ◆ Structuring Your Presentation with Emotional Impacting
- ◆ Delivering Compelling Experiences
- ◆ Top Tips for PPT design and Virtual Presentation
- ◆ Handling challenging questions

## RESULT

This course is to increase the credible presence of the Ambassadors. Make them understand the difference between public speaking & presentation. The ambassadors are also aware to avoid being too technical content and align the content with the needs and understanding of the audience.

Ambassadors feel confident and they are well-prepared for their Knowledge, Skills & Psychological Readiness to present in public.



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