## TSC Category
General Management

## TSC
Technical Presentation

## TSC Description
Deliver effective and engaging presentations for a variety of audiences

<table>
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<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<td>Knowledge</td>
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<td>BPM-GMT-4015-1.1</td>
<td>BPM-GMT-5015-1.1</td>
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<tr>
<td>Abilities</td>
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### Knowledge
- Principles of presentation content design
- Methods of tailoring information disclosure to different audiences
- Types of presentation and communication vehicles
- Best practices for engaging an audience
- Presentation guidelines to present to target audience
- Types of presentation collaterals
- Techniques to engage target audience
- Liability constraints of addressing public audiences
- Types of concerns and questions to expect from media outlets and at public events
- Deflection techniques

### Abilities
- Interpret the objective of the presentation
- Identify the target audience of the presentation
- Organise information to be disclosed into topics
- Represent information and topics in the form of text, images, and charts
- Apply communication techniques to script the presentation
- Prepare presentations and collaterals using organisational templates and guidelines
- Modify presentations according to the target audience
- Establish presentation objectives
- Revise the presentation to determine adequacy of information disclosed, delivery method and collaterals for addressing target audience
- Set an agenda upfront to set the audience’s expectations
- Transit through topics in the expected order, re-organising information as necessary to facilitate understanding
- Invite questions from the audience to clarify questions and address any concerns
- Establish talking-points to be addressed at public events
- Liaise with the legal department to determine the possible ramifications of certain topics
- Predict questions which may arise from addressing public audiences to pre-emptively craft answers
- Field unplanned questions from the audience and determine the risks associated with addressing certain topics
- Address or deflect questions based on the
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<th>Review presentation outcomes to enhance future performance</th>
<th>liability associated with the questions</th>
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- Review presentation outcomes to enhance future performance

liability associated with the questions