<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Business and Organisational Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Technical Presentation</td>
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<tr>
<td>TSC Description</td>
<td>Deliver effective and engaging presentations for a variety of audiences</td>
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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>ECM-BIN-4014-1.1</td>
<td>ECM-BIN-5014-1.1</td>
<td>ECM-BIN-6014-1.1</td>
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- Develop engaging presentations for the target audience in the organisational context by adopting widely used communication techniques and visual templates
- Deliver impactful presentations to senior management with a clear agenda, concise topics, logical progression and strong conclusion
- Influence public opinion by presenting a synthesised view of highly technical concepts, addressing talking points and unplanned questions in an appropriate and eloquent manner

### Knowledge
- Principles of presentation content design
- Methods of tailoring information disclosure to different audiences
- Types of presentation and communication tools
- Best practices for engaging audiences
- Presentation guidelines for presentations to senior management
- Types of presentation collaterals
- Techniques to engage target audiences
- 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 objectives of the presentation
- Identify the target audience of the presentation
- Organise information to be disclosed into topics
- Visually represent information and topics in the form of texts, images and charts
- Apply communication techniques to script the presentation
- Prepare presentations and collaterals using organisational templates and guidelines
- Establish presentation objectives
- Revise presentations to determine adequacy of information disclosed, delivery methods and collaterals for addressing senior audiences
- Present an agenda upfront to set the audiences’ expectations
- Establish talking points to be addressed at public events
- Liaise with the organisation’s legal department to determine the possible ramifications of certain topics
- Predict questions which may arise from addressing public audiences and craft the answers pre-emptively
- Field unplanned questions from the audiences and determine the risks
| • Modify presentations according to target audience, as needed | • Clarification and address any concerns | • Review presentation outcomes to enhance future performances | • Either address or deflect questions based on the liabilities associated with addressing certain topics |