

Keys to Effective Presentations

Most claim professionals at some point in their careers, will need to make presentations. In this class, we outline many helpful hints of effective presentations:

Presentations where the goal is to pass on knowledge or understanding

Most People want information that:

- ▶ Is important to them.
- ▶ Can be used now (practical).
- ▶ Is relevant to their needs.
- ▶ Relates to real life experiences.

Therefore, you must:

- ▶ Introduce the subject.
- ▶ Discuss (do not dictate) the importance.
- ▶ Explain the presentation process.
- ▶ Explain how you will test for understanding.
- ▶ Discuss how attendee will use knowledge.
- ▶ Discuss steps taken to develop information.
- ▶ Discuss management's buy-in.
- ▶ Discuss what you will expect them to know and do. ■



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International Insurance Institute, Inc.
2112 Belle Chasse Hwy. #11-319,
Gretna, LA 70056
(888) 414-8811

Carl Van
Owner, President & CEO
CarlVan@InsuranceInstitute.com

LeiAnn Dunford
Executive Vice President
leiann@insuranceinstitute.com

Dave Vanderpan
Director of Claims Training
DVanderpan@InsuranceInstitute.com

Co-Publishers
Carl Van
President & CEO
CarlVan@InsuranceInstitute.com

Harry Rosenthal
Publisher *Claims Magazine*
HRosenthal@nuco.com

Editorial
Senior Editor
Krystle Grogan
KGrogan@InsuranceInstitute.com

Kevin M. Quinley, CPCU, ARM
KQuinley@medmarc.com

Assistant Editor
Layne Stackhouse
LStackhouse@InsuranceInstitute.com

Art Director
Jason T. Williams

Advertising Sales
Harry Rosenthal
Claims Magazine
Publisher
800-544-0622, ext. 2129
hrosenthal@nuco.com

Bryan Pifer
Claims Magazine
Advertising Sales Manager
800-544-0622, ext. 2308
bpifer@nuco.com

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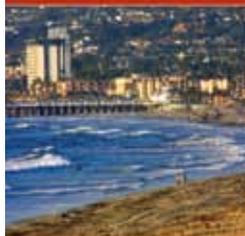
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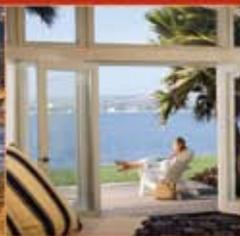
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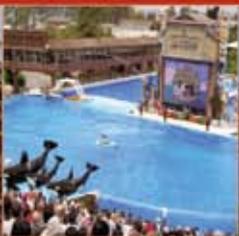
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