

## Enhancing communicative competencies for securities & investment professionals: Delivering effective oral presentations

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**Co-organiser:** [Hong Kong Securities Institute \(HKSI\)](#)

**Date & Time:** 28 January 2010 (Thur), 6:30 p.m. - 8:30 p.m.

**Venue:** The Hong Kong Polytechnic University.

### **Introduction:**

The objective of the seminar is to introduce and demonstrate a series of practical communication strategies that securities and investment professionals will be able to apply when planning and delivering oral presentations in English in the business world?

The following topics will be covered in the seminar:

- Key principles of effective oral presentations in professional contexts
- Aspects of oral presentations that Hong Kong professionals find challenging
- Using appropriate 'spoken' language to enhance your message
- Presenting numerical data with visuals

### **Format:**

The seminar will feature input from the speaker on the topics listed above, the analysis of video clips and transcripts of oral presentations, and hands-on tasks to apply the key strategies that have been presented and discussed.

### **Speaker:**

**Dr Stephen Evans**, Associate Professor, Department of English, The Hong Kong Polytechnic University. His main research interests are in the fields of English for academic and professional purposes, language planning and policy, workplace communication, language in education, course and materials design, and sociolinguistics. He is currently working on a major government-funded research project on the English-language needs of Hong Kong professionals. The topics and activities included in the seminar will be informed by the insights derived from this project.