

***Enhancing Communicative Competencies
for Securities & Investment Professionals:
Delivering Effective Oral Presentations***



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

Date & Time: 5 May 2007 (Sat) 10:30 a.m. - 12:30 p.m.

Venue: [Y410](#), The Hong Kong Polytechnic University.

Speakers: Prof. Martin Warren and Dr. Stephen Evans

Research Centre for Professional Communication in English

Department of English, The Hong Kong Polytechnic University.

The speakers are involved in designing and teaching postgraduate programmes in Applied English Language Studies and Communication Studies to students from a variety of professions. During the course of their teaching and research, they have uncovered the typical needs of professionals seeking to improve their English; and, more appropriately and practically, the need for professionals to foster their communicative competencies in the workplace. The training they offer to professionals aims to improve these competencies.

Objective:

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.

Enrolment: 16

Seminar Format: The seminar will feature brief introductory presentations by the speakers on the topics listed above, the analysis of video clips and transcripts of oral presentations delivered by prominent Hong Kong professionals, and hands-on tasks to apply the key strategies that have been presented and discussed.

Topics included:

- Key principles of effective oral presentations in professional contexts
- Using appropriate 'spoken' language to enhance your message
- Typical patterns of language use
- Presenting numerical data with visuals
- Intonation and topic change