

WHATZYOURPOINT™

Persuasive Presentation Design

In-company Trainer Certification Program



20 & 21 May 2026
(Wednesday & Thursday)
9:30am - 5:30pm



Cantonese
(with English materials)



HKIHRM



Enrol
← NOW

Course Outlines:

- Starting with the end in mind and be completely audience-centric**
 - Know your audience, their needs and wants
 - Clarify what you want your audience to think and to do as a result of your presentation
 - Find answers to the WIIFM question
- Creating a storyline to Engage your audience from start to finish**
 - How to stage your presentation using 5 recommended storylines (Sharing, Update, Briefing, Approval, Analysis)
- Developing a persuasive structure to get your message across with least resistance (the McKinsey way...)**
 - The basic “pyramidal” structure
 - Reasons
 - Grouping of Reasons following the MECE Principle



Original
Price
HK\$20,000

**Early Bird
Offer***
[Only if enrolment &
payment are received
by 10 April 2026]



Kelvin Fung
Chief Executive Officer,
LMI Academy Limited

With extensive experience in instructional design, leadership development, and business consulting, Kelvin is one of the most sought-after trainers in town. He works with the best-in-class subject matter experts on the design, branding and delivery of proprietary licensed learning solutions in the region.

Member

HK\$18,000

HK\$16,000

New Member
(Inclusive of new
membership
joining fee)

HK\$19,245

HK\$17,245



Award of Certificate

To be certified, participants must:

- Score **80%** or higher on an assessment consisting primarily of multiple-choice questions.

- Demonstrate proficiency in giving instructions, explaining concepts, storytelling, and facilitating deeper processing through questioning during a short-preparation training session.