

**Certificate Programs 2022 (Overview)**

**Certificate in Virtual Presentation Design and Delivery**

<b>Title</b>	<b>Certificate in Virtual Presentation Design and Delivery</b>
<b>Summary</b>	<p>For the foreseeable future, delivering virtual presentations to internal and external audiences will be a critical professional skill. Many high-stakes virtual presentations that are currently delivered fall short of the necessary purpose, engagement, and professionalism needed to be effective. It is not enough to take a prepared live presentation and do the same thing in a virtual setting. Current research shows that this will result in a lack of clarity and engagement with your message. Designing and delivering virtual presentations requires specific knowledge and skills to achieve the presentation's purpose.</p> <p>This certificate program will demonstrate to your organization, clients, potential employers and other key stakeholders that you can design and deliver an engaging and effective professional virtual presentation.</p> <p>To qualify for the certificate in virtual presentation design and delivery, all six modules must be completed, including the delivery of a live virtual presentation that will be evaluated and must meet the requirements provided in the course.</p>
<b>Curriculum</b>	<p><b>Module 1 (2hrs):</b> Virtual presentation basics  <b>Module 2 (2hrs):</b> Technical requirements for virtual presentations  <b>Module 3 (2hrs):</b> Instructional design for virtual presentations – Part 1  <b>Module 4 (2hrs):</b> Instructional design for virtual presentations – Part 2  <b>Module 5:(2hrs):</b> Virtual presentation delivery skills – Part 1  <b>Module 6:(2hrs):</b> Virtual presentation delivery skills – Part 2</p> <p><b>Total live virtual hours: 12 hours</b>  <b>Total hours of expected participant assignment work: 6 hours</b>  <b>One on one coaching available per participant: 1 hour</b>  <b>Evaluation:</b> In Module 6, each participant will be required to deliver a virtual presentation demonstrating the program's key objectives</p>
<b>Format</b>	<p><b><u>Live webinars and on-demand</u></b></p> <p>All live webinars will be recorded and made available on-demand for participants. Module 6 must be attended via a live webinar.</p> <p>Participants must complete all modules to receive a certificate.</p>

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<b>About the certificate provider</b>	Garth Sheriff is a certified virtual presenter (CVP), a member of the Canadian Association of Professional Speakers (CAPs), and a trained actor and member of the Alliance for Canadian, Cinema, Television and Radio Artists (ACTRA). Sheriff Consulting has delivered over 100 live webinars since 2020.
<b>Module 1 – description</b>	<p><b>1. Virtual presentation basics</b></p> <p>Virtual presentations are much different than live presentations in both design and delivery.</p> <p>The learning objectives of the module are:</p> <ul style="list-style-type: none"> <li>• Identifying key differences between live presentations and virtual presentations</li> <li>• Explaining the elements of a successful virtual presentation</li> <li>• Categorizing the different types of virtual presentations</li> </ul>
<b>Module 2 - description</b>	<p><b>2. Technical requirements for virtual presentations</b></p> <p>To avoid many of the virtual presentations "what can go wrongs," it is essential that the presenter ensure critical technical requirements in place.</p> <p>The learning objectives of the module are:</p> <ul style="list-style-type: none"> <li>• Identifying the critical technical requirements for a successful virtual presentation</li> <li>• Demonstrating optimal camera, audio and lighting setup</li> <li>• Developing a precheck technical requirements list before delivering a virtual presentation</li> </ul>
<b>Module 3 - description</b>	<p><b>3. Instructional design for virtual presentations – Part 1</b></p> <p>Instructional design is crucial for a successful virtual presentation. Instructional design involves tailoring your presentation for the mode of delivery (virtual), audience and the key message(s) you want to deliver. Instructional design will be explored in two modules – Part 1 and 2.</p> <p>The learning objectives of the module are:</p> <ul style="list-style-type: none"> <li>• Defining instructional design</li> <li>• Illustrating why instructional design is critical to a successful virtual presentation</li> <li>• Defining VARK (visual, auditory, reading, kinesthetic) and its importance to virtual presentations</li> </ul>

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<b>Module 4 - description</b>	<p><b>4. Instructional design for virtual presentations – Part 2</b></p> <p>Instructional design is crucial for a successful virtual presentation. Instructional design involves tailoring your presentation for the mode of delivery (virtual), audience and the key message(s) you want to deliver. Instructional design will be explored in two modules – Part 1 and 2.</p> <p>The learning objectives of the module are:</p> <ul style="list-style-type: none"> <li>• Choosing an instructional design strategy</li> <li>• Demonstrating an instructional design strategy</li> <li>• Developing an instructional design strategy</li> </ul>
<b>Module 5 - description</b>	<p><b>5. Virtual presentation delivery skills – Part 1</b></p> <p>Virtual presentation skills are different than for a live presentation. For a virtual presentation, voice and eye contact are more critical. Virtual presentation skills are different from a live presentation and will be explored in two modules – Part 1 and 2.</p> <p>The learning objectives of the module are:</p> <ul style="list-style-type: none"> <li>• Identifying key virtual presentation delivery skills</li> <li>• Defining camera presence</li> <li>• Illustrating camera presence for maximum audience engagement</li> </ul>
<b>Module 6 - description</b>	<p><b>6. Virtual presentation delivery skills – Part 2</b></p> <p>Virtual presentation skills are different than for a live presentation. For a virtual presentation, voice and eye contact are more critical. Virtual presentation skills are different from a live presentation and will be explored in two modules – Part 1 and 2.</p> <p>The learning objectives of the module are:</p> <ul style="list-style-type: none"> <li>• Explaining how to use your voice effectively for a virtual presentation</li> <li>• Demonstrating a virtual presentation applying the key learning objectives in the program</li> </ul> <p><b>Note:</b> This module will have an evaluation component where each participant will be required to deliver a virtual presentation demonstrating the program's key objectives. The criteria for the evaluation will be provided in advance of the presentation.</p>