



Elevating Presentation Performance

DANA BAND
GROUP



PRESENTATION MASTERY FOR HEALTHCARE PROFESSIONALS

A two-session program designed for healthcare professionals
who want to speak with influence and confidence.

NOVEMBER 13TH — Virtual
9:00 AM - 11:00 AM

NOVEMBER 14TH — In-Person
8:30 AM - 12:00 PM

**JORDAN MEDICAL
EDUCATION CENTER**

5th Floor, Room 514
3400 Civic Center Blvd
Philadelphia, PA 19104

PROGRAM OVERVIEW

Presentation/communication skills directly influence how knowledge, research, and expertise are shared with colleagues, patients, and wider professional audiences. In an environment where innovation, collaboration, and thought leadership are highly valued, the ability to communicate complex concepts clearly and persuasively ensures that important information is understood and acted upon.

Strong presentation skills:

- Enhances professional credibility
- Builds trust and confidence
- Supports collaboration
- Fosters engagement
- Demonstrates leadership

TARGET AUDIENCE

Clinicians, faculty, and staff who give presentations. Presentations can include speaking to large audiences at a conference, division or board meeting, but can also include smaller and more personal communication opportunities such as one-on-one conversations, team meetings and pitching an idea to a department or institutional leadership.

LEARNING OBJECTIVES

After completing this program, participants will:

- Master a methodology to organize and prioritize content
- Manage presentation/meeting time for maximum productivity
- Identify and deliver stories that influence your audience
- Be more concise
- Engage your audience
- Simplify and elevate your visuals (slides)

PRESENTATION MASTERY FOR HEALTHCARE PROFESSIONALS

SESSION ONE — VIRTUAL

November 13, 9:00 AM - 11:00AM

Zoom link will be provided upon registration.

SESSION TWO — LIVE

November 14, 8:30 AM - 12:00 PM

[Jordan Medical Education Center](#), Room 514, 5th Floor
3400 Civic Center Blvd., Philadelphia, PA 19104

FACULTY AND THE DBG TEAM

[Dana Band](#) MS, Masters of Science in Organizational Dynamics

CEO, [Dana Band Group, LLC](#)

Lecturer, The Wharton School of the University of Pennsylvania

[Business Communication for Impact](#)

[Meet the DBG Team](#)

PROCESS AND SCHEDULE

OUR PROCESS

Our communication specialists guide you through **highly interactive** workshops with practical exercises to ensure application of the skills. You bring an existing presentation; one you have recently given or one you will be presenting soon. You will use that content to apply the techniques in the program.

SCHEDULE

Prior to session one:

- Complete and submit Pre-Program Skills Assessment
- Watch assigned learning videos
 - Preparing Your Content (4-minutes)
 - Know Your Audience (3-minutes)
- Bring to session one a current presentation opportunity

SESSION 1 — (VIRTUAL) 2-hours

- Learn a methodology to organize and prioritize your content
- Apply the methods to a current presentation
- Manage presentation/meeting time for maximum productivity
- Receive feedback on your presentation strategy
- Create an audience engagement strategy

Between Sessions:

- Watch Assigned learning videos in the [Presentation Lab](#)
 - Storytelling (3.5-minutes)
 - Visualizing (2.5-minutes)
 - Pump up Your Visuals (3-minutes)
- Bring a current PowerPoint deck and your computer to session two.

SESSION 2 — (IN-PERSON) 3.5-hours

- Review and debrief participant's meeting/presentation strategies
- Identify and deliver strategic stories to influence and persuade
- Build and deliver visualizing examples to amplify key points
- Introduce hybrid presenting considerations
- Learn the StandOut guidelines for visuals
- Apply the visual guidelines to a current slide deck
- Build a 30-day action plan for continued growth

Post Program:

- Complete your personal Action Plan
- Complete skills assessment

CONTENT AND MATERIALS

PROGRAM MATERIALS

- Program Workbook
- Job aids for easy recall
- Presentation Lab license, 1-year, 44 modules of self-paced learning videos, interviews, and exercises

PRESENTATION LAB CONTENT INCLUDES:

- **Harnessing Your Voice** — Vocal Variety, Speed & Diction
- **Strategic Storytelling** — Make your Message Stick
- **Managing Questions & Answers in a Meeting** — Stay in Control
- **Know Your Audience** — Identify What They Want
- **Lead a Virtual Meeting** — Keep Their Attention
- **Use Visualizing** — Create a Sense of What Can Be
- **Engage Your Audience** — Win Their Attention
- **Remove Credibility Crushers** — Gain Credibility
- **Energize Your Audience** — Tap into Motivation
- **Calm Your Nerves** — 5 Secrets Your Audience Won't Tell You
- **StandOut Visuals** — Pump Up Your PowerPoints

ACCREDITATION & CANCELLATION

ACCREDITATION

In support of improving patient care, Penn Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

DESIGNATION OF CREDIT

- **Physicians:** Penn Medicine designates this live activity for a maximum of 5.75 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
- **Nurses:** This program provides 5.75 NCPD Hours.
- **Physician Assistants:** AAPA accepts certificates of participation for educational activities certified for AMA PRA Category 1 Credit™ from organizations accredited by ACCME or a recognized state medical society. PAs may receive a maximum of 5.75 Category 1 credits for completing this activity.

CREDITS

AMA PRA Category 1 Credits™ (5.75 hours), NCPD Hours (ANCC) (5.75 hours), Non-Physician Attendance / Participation (5.75 hours)

NOTE

Attendance is expected for **BOTH** the virtual and the in-person session.



CANCELLATION AND REFUND POLICY

The University reserves the right to cancel or postpone any course due to unforeseen circumstances. In the event of cancellation or postponement, the University will refund registration fees, but it is not responsible for related costs or expenses to participants.

In order to process refunds for course withdrawals, cancellations must be received in writing by **October 25, 2025** (subject to a service charge of \$25.00). No refunds will be issued thereafter.

INVESTMENT

REGISTRATION FEE

\$599 per participant

Includes:

- Pre and post skill assessments
- One, 2-hour virtual session
- One, 3.5-hour in-person session
- Program workbook
- Job aids
- 1-year license to the Presentation Lab online learning portal