

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Master effective presentation skills
Code	110640L3
Range	This unit of competency involves presentation and speaking skills. Practitioners should be able to master information about the audience, and use effective presentation skills to clearly explain the relevant content to the audience.
Level	3
Credit	2 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the knowledge of presentation skills and information about the audience</p> <ul style="list-style-type: none"> • Master the knowledge of presentation skills <ul style="list-style-type: none"> ○ Dress properly and groom neatly when attending the presentation ○ Prepare information for the content of the presentation, list the outline of the presentation, and calculate the time required ○ Be clear when making a presentation, including speaking at a moderate speed, controlling voice and tone, using uniform and concise wordings, and avoiding industry jargon ○ Smile and use appropriate body language to show politeness, including gestures, movements, expressions and eye contact ○ Know how to use and operate auxiliary tools, such as microphones, computers, projectors, and laser pointers, etc. ○ Be engaging in the presentation, such as blending emotions into the voice, and showing confidence ○ Make the presentation detailed and concise, but not lengthy • Understand the background and expectations of the audience, including occupations, positions, education levels, number of participants, and reasons for participating in the event, etc. <p>2. Use effective presentation skills to clearly explain relevant content to the audience</p> <ul style="list-style-type: none"> • Provide accurate information • Arrange the presentation format and depth of content based on the background of the audience. Observe audience reactions at all times, and adjust the flow of the presentation in a timely manner • Familiar with the content of the presentation, and set aside time to receive feedback from the audience and respond to questions • Create presentation content with text and pictures <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> • Continuously improve presentation skills and show a professional image
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the knowledge of presentation skills and information about the audience; and • Use effective presentation skills to clearly explain relevant content to the audience
Remark	