



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Advertising Ideas Presentation Skills

Business, Commerce and Management Studies / Marketing

Unit Standard 244560 · NQF Level 5 · 7 Credits · 4 Days

COURSE OVERVIEW

This course equips learners with the skills to present advertising ideas effectively to clients, colleagues, and stakeholders. It focuses on structuring persuasive presentations, using visual aids, and handling feedback to gain buy-in for creative concepts. Learners will develop confidence in articulating the rationale behind advertising strategies and campaigns.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	244560
Accreditation	SAQA Accredited · NQF Level 5 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply presentation techniques to clearly articulate advertising concepts and strategies.
- Analyze audience needs and tailor presentations to different stakeholder groups.
- Evaluate feedback and adapt presentations to address concerns and objections.
- Design visual aids and supporting materials that enhance the impact of advertising ideas.
- Demonstrate effective verbal and non-verbal communication skills during presentations.
- Implement strategies to handle questions and objections confidently.

WHO SHOULD ATTEND

- This course is designed for advertising professionals, marketing coordinators, creative team members, and anyone involved in presenting advertising ideas within a corporate or agency environment.

COURSE OUTLINE

Day 1: Foundations of Advertising Idea Presentation

- Introduction to advertising presentation skills
- Verbal communication: tone, pace, clarity
- Non-verbal communication: body language, eye contact, gestures
- Audience analysis and message tailoring
- Structuring a pitch: opening, body, closing
- Using visual aids effectively
- Overcoming presentation anxiety
- Practical exercise: short self-introduction pitch

Day 2: Crafting Compelling Advertising Ideas

- Brainstorming and idea generation techniques
- Storytelling frameworks for advertising
- Persuasive language: ethos, pathos, logos
- Rhetorical devices: repetition, analogy, contrast
- Aligning ideas with brand identity
- Creating memorable hooks and taglines
- Visualising ideas: storyboards and mood boards
- Group activity: develop a 2-minute ad concept pitch

Day 3: Advanced Presentation Techniques and Feedback

- Advanced delivery: pacing, pauses, emphasis
- Managing Q&A; sessions and handling objections
- Presentation software tips: PowerPoint, Prezi, Canva
- Integrating video, audio, and interactive elements
- Rehearsal strategies and time management
- Feedback models: sandwich, SBI (Situation-Behaviour-Impact)
- Peer review and self-assessment techniques
- Practical: deliver a 5-minute presentation with multimedia

Day 4: Integration and Real-World Application

- Adapting presentations for different audiences and formats
- Professional etiquette: dress, punctuality, materials
- Handling unexpected situations: technical glitches, tough crowds
- Final presentation preparation and rehearsal
- Delivering a 10-minute advertising idea presentation
- Peer and trainer evaluation with detailed feedback
- Creating a personal development plan
- Course wrap-up and certification guidance

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **7 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 21,500.00	R 21,500.00
1	In-House	R 27,900.00	R 27,900.00
1	On-Campus (Pretoria)	R 32,300.00	R 32,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
18 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 244560) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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