



Continuing Professional Development (CPD) Programme

**In the Line of Fire: How to Handle Tough Questions
in Public Speeches and Presentations (re-run)**

31 Jan 2009 (Sat)

(Programme Code: W090131)

Speaker	: Dr. Philip Lok BSc MBA Ph.D, CMA Dr. Philip Lok has been in the management development field for over 13 years. Prior to that he had another 12 years of business experience. He has researched, developed and delivered over 100 management development programs in the areas of negotiation, communication and management. He has also conducted various public seminars in Hong Kong and China. In addition to management development, Dr. Lok has also provided management consultancy to public and private organizations for executive development.
Language	: Cantonese
Target Audience	: Middle level professionals and managers
Level	: Intermediate
Time	: 9:30 a.m. – 5:30 p.m.
CPD Hour	: 7 hours
Format	: Workshop
Venue	: Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Fee	: HK\$1,700 for HKICPA member or student; and IA / HKIAAT's member or student HK\$2,000 for non-member

One key competence for a professional manager is the ability to handle difficult and challenging questions especially when they have committed mistakes. Sometimes, questioning is turned into verbal attack with the use of violent language. As a professional, the manager should be able to have self control on their own emotions and provide an acceptable answer to the audience. The objective of this interactive workshop is to equip Hong Kong professionals with the mindset to handle tough questions in their workplace or social circle.

Different situations will be used to demonstrate the use of good language skills. This workshop is 100% interactive and requires the full participation of the participants. Topics include:

- Critical dynamics of question and answer
- Five strategies to handle tough questions
- Use of positive questioning skills to determine the underlining motives of the audiences
- Use of three part messages to reduce tension and build rapport
- Use of bridging & flagging skills
- Tough questions in difficult situations
- Role plays in different critical situation such as making a public speech, presentation