



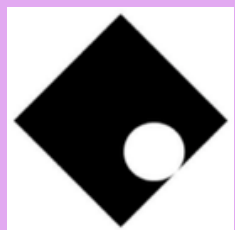
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**26th May
14:00-16:00
ONLINE WEBINAR**

**How to Write an
Effective
Presentation
*letter***



WEBMOMS EMPLOYABILITY SESSION

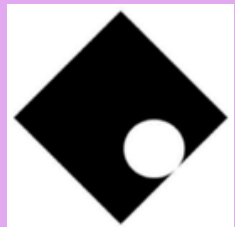


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Facilitator:
Swami Miani
European Projects, Gender &
Cultural Studies



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About the project WEBMOMS

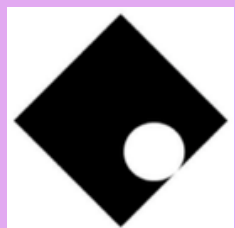
*Erasmus+ Project funded by the
European Commission.*

**WEBMOMS supports mothers who want to
enter or re-enter the job market through:**

- Digital and web development skills
- Soft skills and employability support
- Networking and career opportunities

The project focuses on:

- Full Stack Web Development
- Communication and teamwork
- CV & LinkedIn improvement
- Career guidance and employability



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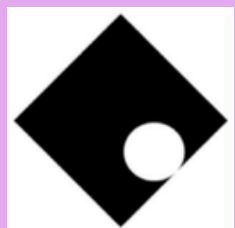
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One of the activities of the WEBMOMS project:

Employability Sessions

designed to help participants:

- recognise their skills and strengths
- improve employability competences
- prepare for the job market
- build confidence and professional awareness

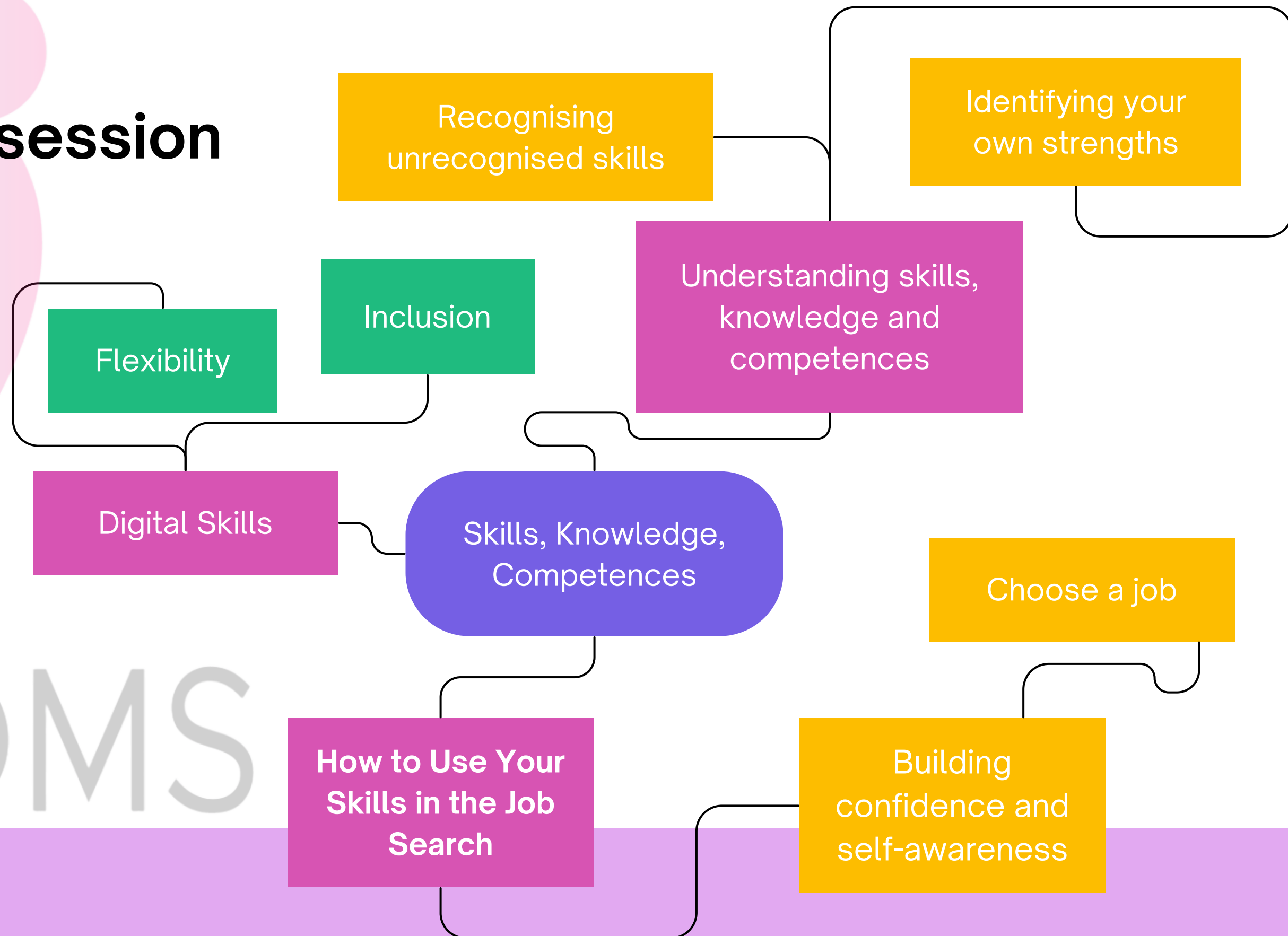


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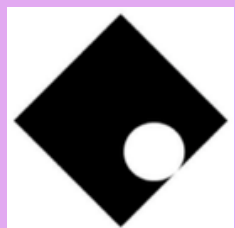


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Recap of the previous session



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WEBMOMS Career Day



When: 21st May at 10:00 AM



Where: Online

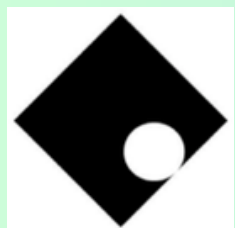


What is it about?

- Meeting with recruiters from tech and digital companies
- Exploring job opportunities
- Connecting with organisations and professionals
- Building your professional network

Why attend?

- To learn about real job opportunities
- To connect with potential employers
- To take a step forward in your career path

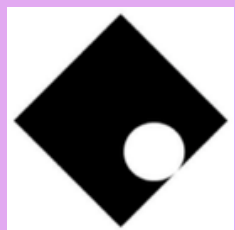




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Part 1: Understanding Presentation letter

- What is a presentation letter?
- Why is it important in the job search?
- What employers look for
- Analysing a Presentation Letter (activity)
- Comparision (activity)



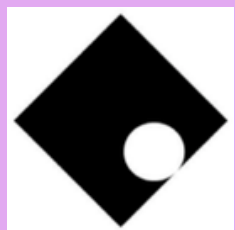
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Part 2: What makes a good letter

- Clear language
- Personalisation
- Motivation
- Relevance to the job position
- Different jobs, different letters
- Main Structure of a Presentation Letter
- Writing your presentation letter (activity)



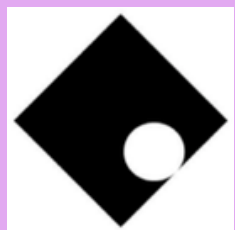
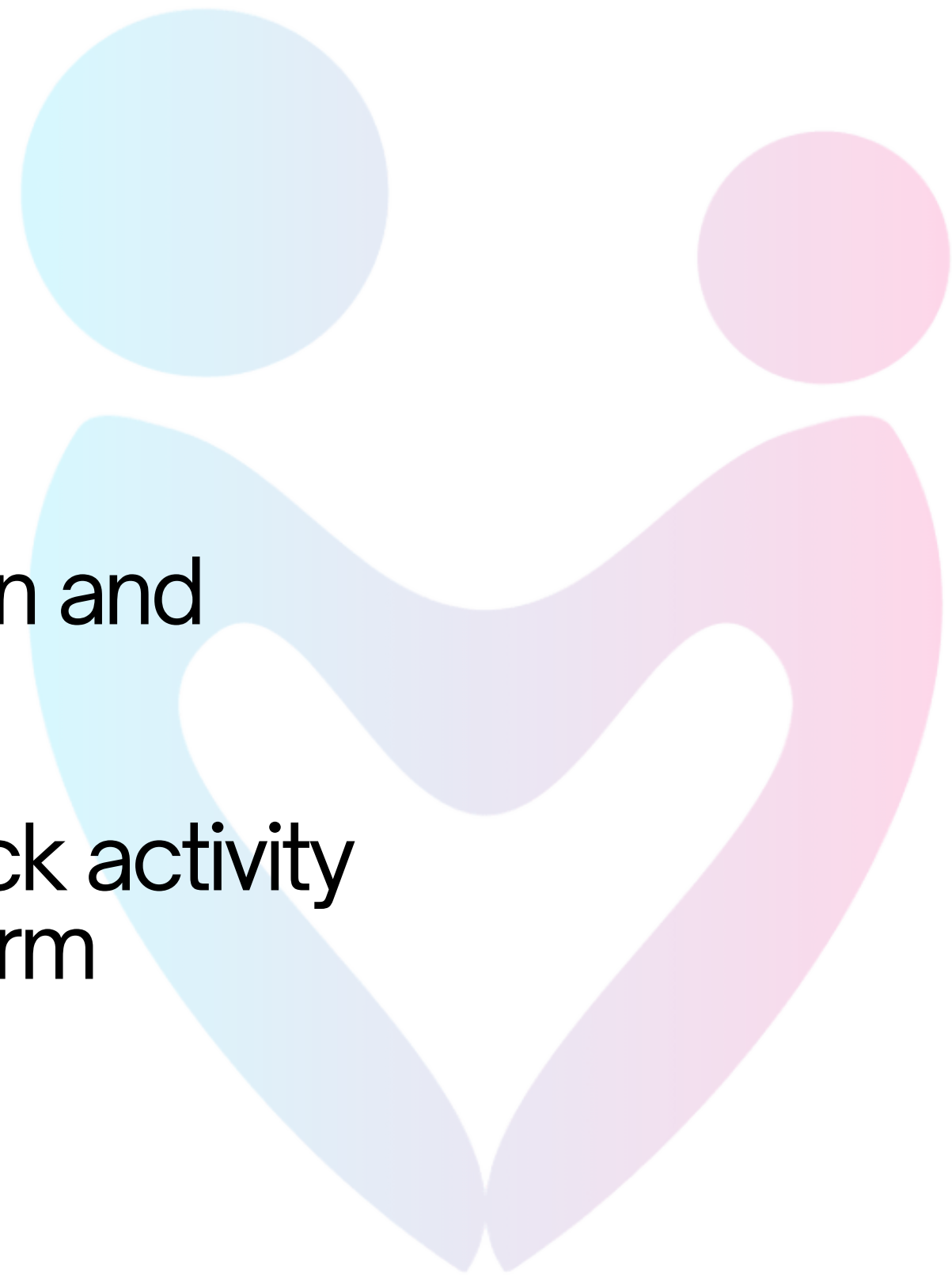
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Part 3. Summary

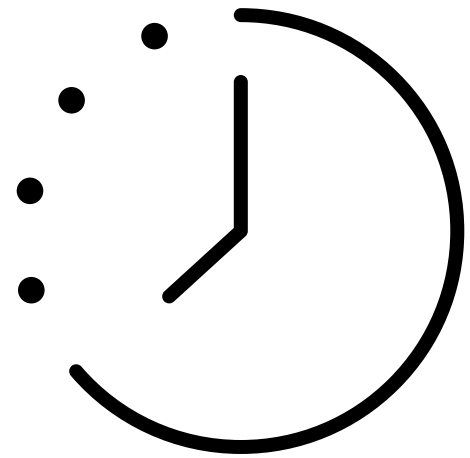
- Summary of key points
- Reflection on skills, motivation and personal experiences
- Session evaluation
- Group reflection and feedback activity
- WEBMOMS e-learning platform



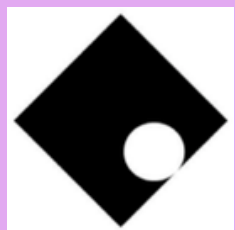
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Before we start...
Open Question



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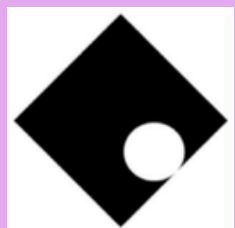
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Main goals

What will you learn in this session?

- What a presentation letter is
- Why presentation letters are important in the job search
- How to structure a presentation letter
- What makes a letter clear and effective
- How to present yourself authentically
- How to connect your skills and experiences to a job position

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What is a Presentation Letter?

A short text that
accompanies your CV

It introduces who you
are

It explains your
motivation and interest
in a position

It helps employers
understand your skills
and experiences

It creates a more
personal connection



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Why is it important in the job search?

It helps you stand out

It shows your motivation
and interest

It gives context to your
experiences and skills

It helps employers
understand your
personality

It creates a more human
connection



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What Employers Look For



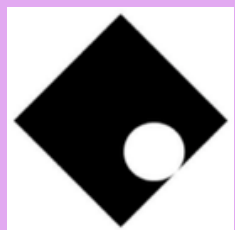
Motivation and
genuine interest

Relevant skills
and experiences

Clear
communication

Authenticity and
personality

A good
connection with
the job position





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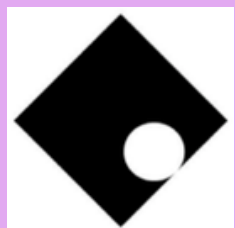
A Presentation Letter is not only...

A list of skills and competences

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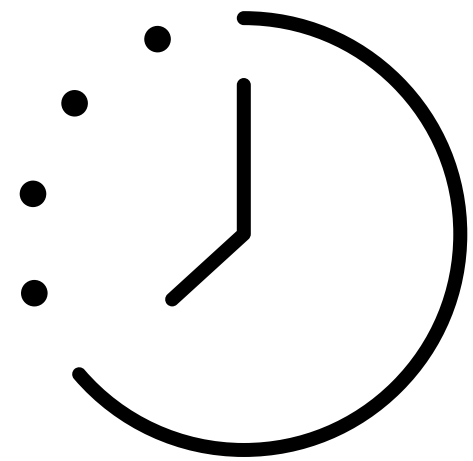
It also includes other important
aspects, like:

- Authenticity and genuineness
- A personal and human voice
- Humility and realism
- A non-generic, non-depersonalised way of presenting yourself

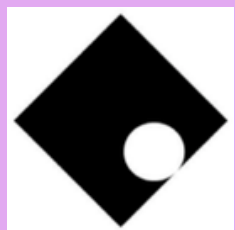




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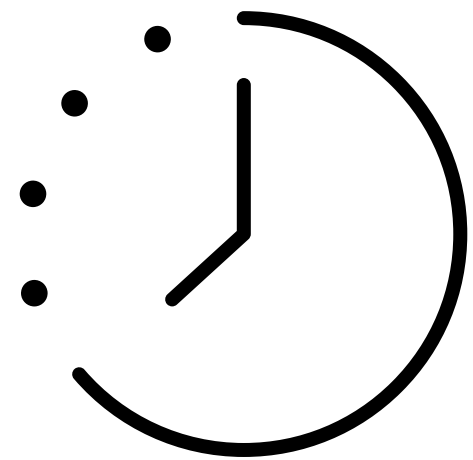
Analysing a Presentation Letter



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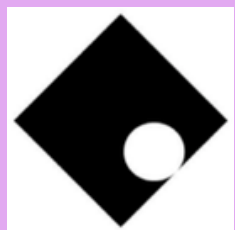


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Compare the two letters

Comparision 1



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A

I am a very motivated, hardworking, creative, organised, responsible, flexible, enthusiastic and dynamic person.

I have worked in many different areas including administration, customer service, communication, teamwork, coordination, planning, problem solving and management.

I always try my best in every possible situation and environment. I am very fast at learning new things and I adapt easily to any kind of job or task.

I am looking for a job where I can use all my skills and develop my full potential.

B

I have experience in customer service and administrative support.

In my previous roles, I developed strong communication and teamwork skills.

I am motivated to apply for this position because it matches my interests and experience.

I would be happy to bring my motivation and commitment to your organisation.



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A

I am a very motivated, hardworking, creative, organised, responsible, flexible, enthusiastic and dynamic person.

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I always try my best in every possible situation and environment. I am very fast at learning new things and I adapt easily to any kind of job or task.

I am looking for a job where I can use all my skills and develop my full potential.

OVERLOAD

B

I have experience in customer service and administrative support.

In my previous roles, I developed strong communication and teamwork skills.

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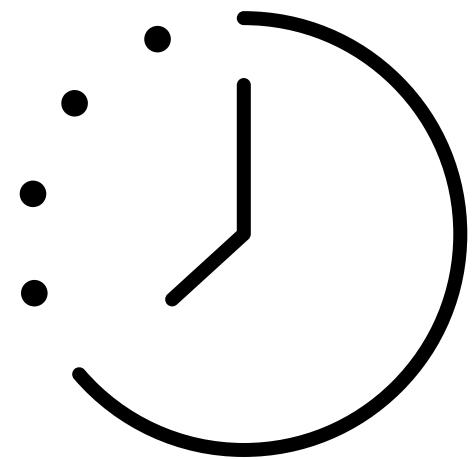
I would be happy to bring my motivation and commitment to your organisation.

CLEAR

Clarity is more important than quantity!

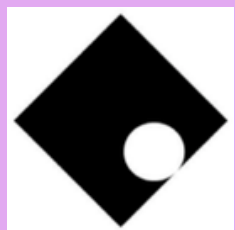


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Compare the two letters

Comparision 2



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A

*Dear Hiring Manager,
I am motivated and results-oriented professional with excellent communication and interpersonal skills. I am seeking an opportunity to contribute to a dynamic and innovative organisation. I am confident that I can be a valuable asset to your company and support the achievement of its goals. I look forward to the opportunity to further discuss my application.*

B

*Dear Company,
I am [name], [age].
I enjoy working with people and being part of a team.
In my previous experience, I learned how to organise tasks and manage responsibilities, even in busy situations. I am interested in this position because it matches my interests and the kind of work I would like to do in the future.
I would be happy to bring my motivation and my way of working to your organisation.*

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A

*Dear Hiring Manager,
I am a highly motivated and results-oriented professional with excellent communication and interpersonal skills. I am seeking an opportunity to contribute to a dynamic and innovative organisation. I am confident that I can be a valuable asset to your company and support the achievement of its goals.
I look forward to the opportunity to further discuss my application.*

AI-STYLE

B

*Dear Company,
I am [name], [age].
I enjoy working with people and being part of a team.
In my previous experience, I learned how to organise tasks and manage responsibilities, even in busy situations. I am interested in this position because it matches my interests and the kind of work I would like to do in the future.
I would be happy to bring my motivation and my way of working to your organisation.*

PERSONAL

Authenticity makes your letter more effective and memorable

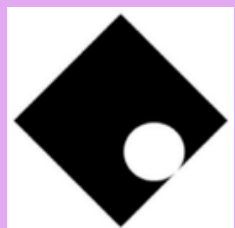


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Clear language

means simple, direct sentences that are easy to understand.

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✗ Too complicated:

I am a strongly motivated and results-oriented professional with excellent interpersonal competences.

✓ Clear language:

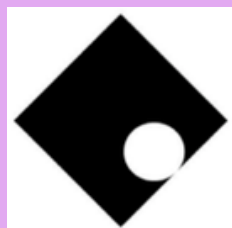
I am motivated and I enjoy working with people.



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Personalisation

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✗ Generic:

I am interested in this job because I want to grow professionally.

✓ Personalised:

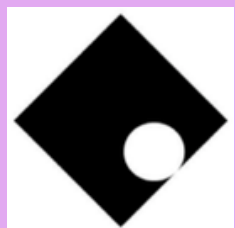
I am interested in this position because I enjoy working with people and supporting communication activities.



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Motivation

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✗ Weak / generic:
I need a job and I want more experience.

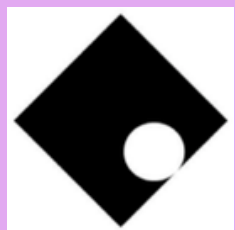
✓ Better motivation:
I am interested in this position because it matches my interests and the type of work I would like to do in the future.



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Relevance to the job position

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✗ Too general:
I have many skills and experiences.

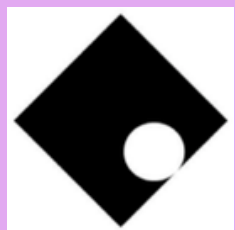
✓ Relevant:
My organisational and teamwork skills fit well with the responsibilities of this position.



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Different Jobs Require Different Presentation Letters

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THERE IS NO SINGLE LETTER THAT FITS ALL JOBS

- You should always personalise your presentation letter
- Each job requires a different focus and tone
- A good letter is adapted to the specific role you are applying for
- Show relevant skills and experiences for that job

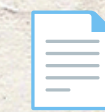
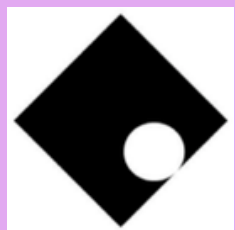
You do not write one single letter for all jobs — you adapt it each time.



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Main Structure of a Presentation Letter

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Dear [Company / Employer],

1. Introduction

Introduce yourself and the position

2. Motivation and Interest

Explain why you are interested

3. Skills and Experiences

Present your strengths and experiences

4. Why Are You a Good Fit?

Connect your profile to the job position

5. Final Greeting

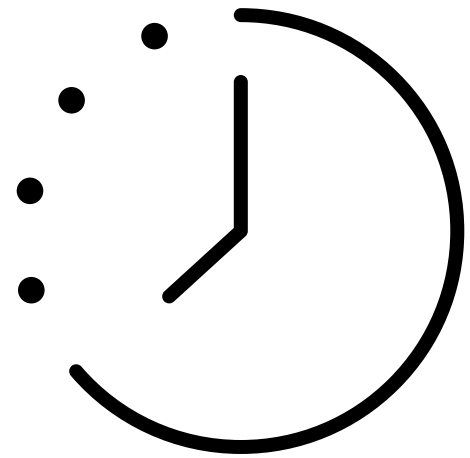
Conclude positively

Kind regards,

Your name

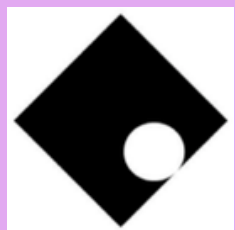


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Writing your own short presentation letter

Reflect on your skills, motivation and personal experiences

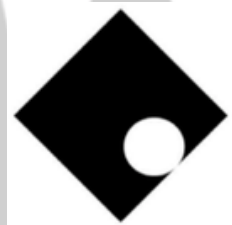


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Summary

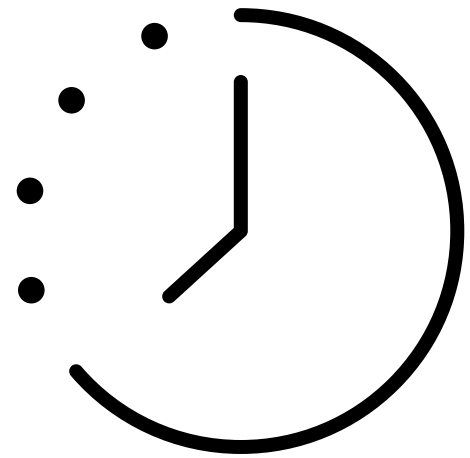


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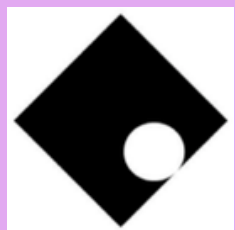


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Session Evaluation

What did you learn today?



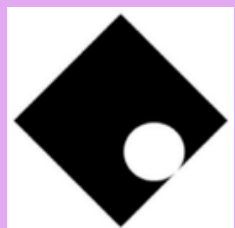
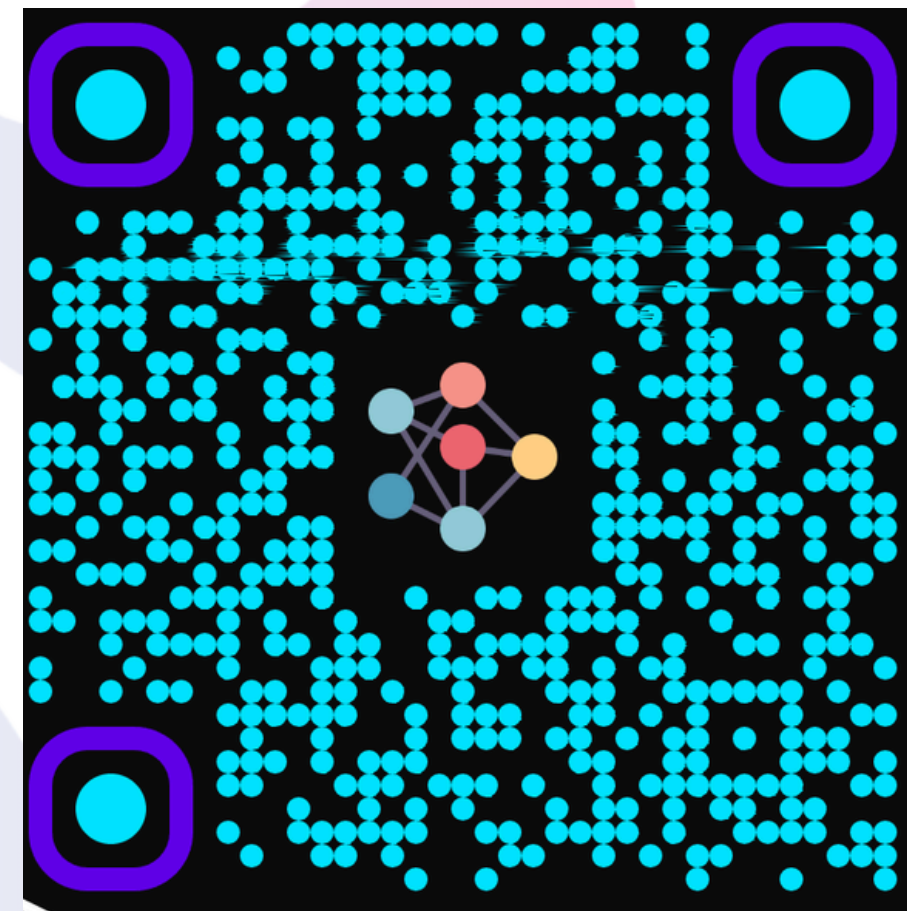
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WEBMOMS E-learning Platform

📌 Access learning materials and resources here

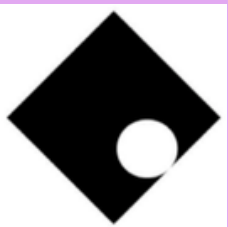


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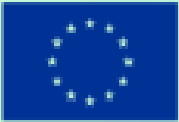


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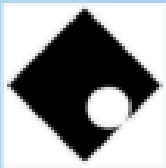
Full programme



Thank you!



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EMPLOYABILITY WEBINARS

Online webinars
Duration: 2 hours

- | | | |
|---------------|--|-------------------------------|
| 20/05
2026 | Skills, competences in the job search
2:00 PM | |
| 26/05
2026 | How to write an effective presentation letter
2:00 PM | |
| 04/06
2026 | Create and increase your network
2:00 PM | |
| 11/06
2026 | Crafting a Strong CV
1:00 PM | Sessions by
Swami Miani |
| 18/06
2026 | Mastering LinkedIn
1:00 PM | Sessions by
Zainab Allaham |
| 25/06
2026 | Mastering the Interview Process
1:00 PM | |

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