

Title: The Power of Effective Public Speaking

Learn how to apply proven techniques to enhance your capability as a public speaker. It's not WHAT you say, but HOW you say it that makes the difference. Whatever your goals, your success depends upon your ability to express your ideas clearly.

Duration: 2-day workshop (maximum 10 participants)

Target Audience: CEOs, presidents, directors, and senior managers who need to address conferences, conventions, monthly sales meetings, board meetings, and AGMs. This is NOT a workshop for beginners

Summary: Facilitated by a qualified teacher of public speaking from the prestigious London Guildhall School of Music and Drama in England, this is an intensive two-day workshop that will transform your skill as a public speaker. The facilitator of this two-day workshop is a best-selling author and an internationally acclaimed professional speaker. This workshop will equip each delegate with the skills and techniques necessary to deliver a powerful speech with confidence and effectiveness. Learn the secrets of persuasive speaking, how to impact and convince, and how to convert your message into a powerful marketing tool through the medium of public speaking.

Learning Objectives:

- Learn the essential techniques of effective public speaking
- Understand the difference between scripted and extempore speaking
- Discover how to use your own personality to engage the audience
- Learn the 4 rules of effective communication
- How and when to use the Rule of Three
- How facial expression and body language can enhance the message
- The impact of gesture and mime in a keynote speech
- Overcoming nervous apprehension before and during the event
- The technique of dynamic breathing
- Creating impact, contact and effective delivery
- Experience peer critiques as you work
- How to compose and format your talk for effective delivery
- Develop the capacity to *engage* and entertain your audience
- Dos and don'ts of using audio/visual equipment
- The power of the 'WOW' factor, and effective use of humor
- The power of anecdotes - how to relax yourself and your audience with story-telling techniques



The POWER of Effective Public Speaking

How to deliver your message with confidence, clarity, and conviction

Day One Experience the application of key techniques in developing podium presence, positive body language, impact, contact, and effective delivery

- Basic essentials of pause, pitch, pace and inflexion – when and how to use effectively
- How to engage with anecdotes and humor – gesture and mime basics
- The Rule of Three and how to use it for emphasis
- Moving from scripted to extempore speaking – structure and keywords

Each delegate will bring two prepared five-minute talks, and will engage in delivering each of these talks to the rest of the group approximately 10 times during the two-day workshop. Every talk will be videotaped for the delegate to review techniques and monitor progress. Be prepared to do three hours homework after the first day - to prepare a new talk in order to refine the techniques and skills learnt during day one.

Day Two Delivery of re-vamped speeches using key structure format and applying core techniques

- Principles of dynamic breathing – relaxation and control
- Overcoming fear by using the ‘one point contact’ method
- Creating infectious enthusiasm – audience involvement
- Microphone technique – understanding the difference between feedback and fold-back
- Visual aids – rules of when and how to use them effectively (how to avoid ‘death by PowerPoint’)

At the conclusion of the two-day workshop, each delegate will bring home a video containing all 10 of his/her speeches. That’s why this course has guaranteed results – you can see the difference on the video!

End result: Participants will be able to deliver a quality speech with confidence, clarity and conviction. They will understand the key essentials of good speech construction, points of emphasis, and how to get a standing ovation from their audience. Understanding the key principles of extempore speaking, speaking techniques, and effective delivery, they will command attention at the podium, and make their message meaningful. It’s not what you say, but HOW you say it, that makes the difference.