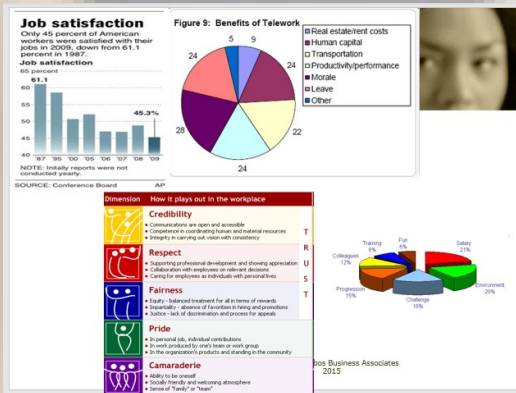




PRESENTING WITH IMPACT

*Storytelling
for
memorable presentations*

Does this look familiar?



Why tell stories?



- ✓ Increased emotion
- ✓ Increased interest
- ✓ Increased involvement
- ✓ Increased impact
- ✓ Increased retention of the message

PRESENTING WITH IMPACT



Storytelling for memorable presentations



NUMBER OF PARTICIPANTS

6 -10 people



LENGTH OF COURSE

2 days: 9.00 – 12.30, lunch with the trainer, 13.30 - 17.00



WHO IS THIS TRAINING FOR?

Executives, managers, experts and anyone with a message which they want the audience to remember



LEVEL OF ENGLISH REQUIRED

B2 minimum (CERL)

OBJECTIVES

✓ The aim of this course is to improve **YOUR SKILLS** in public speaking.

It does this by:

- ✓ Helping you to discover reproducible techniques to transmit the message you want to give
- ✓ Developing the right speaking techniques to match the venues you present in – introductions, meetings, presentations, social events, etc.
- ✓ Practicing these techniques in a training environment
- ✓ Improving the effectiveness of your delivery

LEARNING OUTCOMES

This course will analyse what makes a speaker sound dynamic and enthusiastic and give you an opportunity to practice these skills. It will focus on the following points:

Voice and Delivery. As a presenter, the ability to pace your speech and use your voice to create impact is the single most important skill you need. You will be more effective if you are in control of your voice by your use of stress, pausing, intonation, volume, and silence.

Content Language. You can not be a good public speaker unless you have something to say. Being confident about your content is crucial. This course will help you to identify and organise all the key words and phrases you are likely to need and teaches you how to turn written English into spoken English for clear, powerful and memorable statements.

Rhetorical Technique. Once you are in charge of your voice and your content you can start to think of how best to present your subject. This course will look at the techniques successful speakers use automatically. You will have a chance to practice these techniques and to choose the techniques that suit you best. After that, you will have time to work on perfecting them.

Question Handling. Perhaps the most unpredictable part of any kind of public speaking event is the question session. This may be after your talk or you may invite questions during it. We will teach you how to field different types of questions and deal effectively with the subjects your audience may raise.

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CONTENT

Day 1

Structure- Preparation; Objective; the mental image of the structure; rhythm, shape and duration; Introduction – creating interest from the beginning; Hooking the audience

Language – Signposting: Marking the stages of the presentation; Repetition: techniques to get your message across; Speed; The use of rhetorical questions; Other techniques; Tonic Accent, intonation and pauses; Body language and the importance of gesture: hands, eyes, movement...; Avoiding the usual mistakes

Supports- Tips for successful presentations; How many slides, how much text, how many images; Charts, trends, statistics; Video; Information v. Emotion

Finishing the story : How to conclude

- Questions: How to deal with the issue of questions.

Day 2

Learning by doing. Working on your own presentations: presenting, filming, analyzing, 360° feedback

TRAINING APPROACH

- Learning about storytelling presentation techniques through concrete theories and examples.
- Acquisition of language related to presentations through role-playing and staging.
- Analysis of presentations.
- Preparation of presentations and filmed practice



PRESENTING WITH IMPACT COURSE PRICE

€ 700.00€ HT per participant for inter-company* groups
- maximum 8 participants

or

€ 3 800.00 HT per intra-company* group
-maximum 10 participants

* *inter-company* – participants from multiple companies *intra-company* – all participants from the same company

Our Corporate Training Courses are held at our offices or at our clients' offices in Paris. Requests for training outside of the Paris region are welcome. Travel and accommodation for courses outside of the larger Paris area are not included in the Course price and will be subject to location.



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