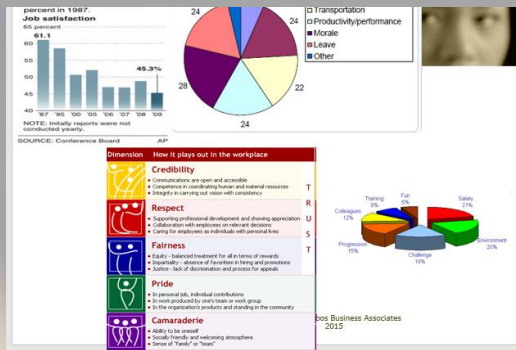




**PRESENTING WITH IMPACT**

**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



## GROUP SIZE

6-8 participants



COURSE DURATION 2 days- 9:00 – 17:30



## Who is the course for?

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



English level required B2 minimum (CERL)

## ✓ **OBJECTIVE :**

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

## COURSE OUTLINE

**This course will analyze 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't 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 organize 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. If time permits, we will teach you how to field different types of questions and deal effectively with the subjects your audience may raise.

# PROGRAMME



Storytelling for memorable presentations



## Day 1

### 1-Structure

Preparation: For whom and for what...; The objective; The mental image of the structure; Rhythm, shape and duration; Introduction-Creating interest from the beginning-Hooking the audience

### 2-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

### 3-Supports

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

### 4-Examples

Video analysis of presentations

### 5-Conclusions

Finishing the story : How to conclude

### 6-Questions

How to deal with the issue of questions.

### 7-Your turn to play

Before the second day of training and from the beginning of day 1 each participant chooses a theme to be presented and prepares it throughout the different sections of the course...

## Day 2

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

Training approach :

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



## Facilities required :

**1 main training room**

**+ 1 small room for sub-group activities.**

**Flipchart**

**Videoprojector**

<b>COURSE PRICE:</b>	<b>€ 3 800,00 (+VAT 20% where applicable)</b>
<b>TRAVEL</b>	Europe – economy class standard flight/train
<b>HOTEL &amp; CATERING (if not Paris)</b>	2/3 nights – Well-rated hotel including breakfast and dinner
<b>Other costs</b>	Taxis...

*The extra costs relating to travel and hotel/catering vary between €600 and €1 200 per course in Europe depending on dates and destinations. A detailed quote can be sent on request*

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