



THE INFLUENCE BUSINESS

Raise your level of influence

SPEECH AND SEMINAR REHEARSAL

Overview

This **two to four-hour session** is for **an individual or a small team**, preferably with a sound knowledge of the key elements of delivering an effective presentation. (If you haven't, the programme will need to revisit the fundamentals and will invariably last longer or comprise an additional session). You will typically be about to deliver an important conference speech, seminar presentation or pitch and are keen to ensure that it is highly engaging to the audience. It will also help to differentiate you from other speakers or competitors; indeed to make it memorable for all the right reasons.

While totally responsive to your needs and the circumstances of the forthcoming event, it will typically take the following broad outline: You will deliver your talk to camera as prepared and we will look at delivery, structure, relaxed and authentic behaviour, and how you use speaking notes and visual aids. You will then have time to make adjustments before delivering all or part for a second time, again to camera for video review. Finally, we will ensure that you are able to field questions in a confident and engaging manner.

Aim

To give you the confidence and best chance of delivering your talk with the highest impact and where the audience buys into both you and your message.

Outcomes

At the end of the programme you will:

- Be confident that you will deliver the best possible talk in the circumstances
- Know that your slides are relevant, help the audience and do not overly distract
- Understand the importance of and myths around body language
- Be confident that your talk is coherent
- Have practiced out loud using your notes
- Be clear whether you should be sitting or standing, using a lectern or not
- If a team presentation, know how you will interact
- Be confident that you can answer all types of question in a concise and compelling manner
- Have got to grips with nerves
- Have felt what it is like to pause effectively – what you think is a long time is in reality very short for the audience



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Methodology

You will deliver your talk on camera and will review it from the audience's perspective. Having delivered it 'cold' you will have the opportunity to make changes and deliver all or part of the talk a second time.



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