

Mastering Great Performances in Public Presentation

The need to personally communicate is ever-increasing. Mastering personal appearances on a whole spectrum of channels and formats - TV, radio, YouTube, presentations or speeches - is vital in your ability to inspire, persuade or sell your message. Yet this is not an area that British organisations invest much resource or training in - even though it is their public reputation and agenda that is at stake.

This programme enables delegates to understand how to perform in different situations to best communicate their message. Not only does this interactive programme give delegates a chance to enhance their own presentation skills, it also gives them frameworks and tips to share with their organisation so that they can support their colleagues in the delivery of their presentations.

Aim

To provide participants with a clear understanding of:

1. What great performers do - and what they don't
2. A study of the power of body language
3. Tips on how to prepare for a public appearance
4. Defining the type of communicator you are and want to be
5. Iterative practice of your presentation style

Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** presentations will be used in order to provide the background of each subject and create discussion and questions.
- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest
- **Case studies:** case studies will be used so as to facilitate and trigger discussion, as well as allow external benchmarking so as to achieve competitiveness
- **Group work:** group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

Sample programme

10.00 **Welcome and introductions**

- Aims and learning objectives of the day.
- Participants' aims and experience.

What type of communicator do you want to be?

- How to think about and define the communicator you want to be
- Development of communicator brands and mission statements.

Content to delivery

- How to think about developing your content.
- Preparing your content for delivery.

Refreshment break

Performance practice: you.

- Presentation practice and collective review and feedback.

What do great communicators do?

- Video analysis of great communicators.
- Lessons from the world's best storytellers.

Lunch

The power of tone and body language

- Analysis of how you can use tone to bring a story to life.
- Understand how body language can define your performance.

Communicating your message in different formats

- How to formulate your message in speeches, Q&As and in the media.
- Short-form communications practice

Refreshment Break

Presentation practice: your area of expertise

- Presentation practice and collective review and feedback.

How to prepare for a public appearance

- Getting to know your audience and environment.
- The last minute checklist for your performance.

Review of the day

17.00 **Close**

Our trainer

Dennis Marcus

Dennis Marcus has a considerable background in communications and global marketing. He served as a researcher for the Tony Blair Faith Foundation, where he gained a wide range of communications skills, writing briefings for Tony Blair along with promotional and press materials for major conferences and media appearances.

Dennis is experienced in the operation of global businesses and the development of strong business strategies. He notably served as communication strategist for multi-national organisations, such as Vodafone and Starbucks at the Board-level.

Moreover, Dennis has performed a large amount of non-profit work, founding the Dreams of Africa Society in 2007. In a one year period he recruited and managed volunteers and developed partnerships in order to engage over 4000 students and raise funds to send 100 children to secondary school in sub-Saharan Africa. Dennis has additionally worked for the Global Poverty Project as a presenter and activation supporter. He volunteered to present the issues of poverty and what can be done about them to audiences of up to 300 people.

Most recently he has served as founder and director of partnerships for the Live Below the Line Campaign. He designed the launch, communications, social media and outreach strategy, developing the brand in order to facilitate increased fundraising. Over the last three years, the campaign has raised more than £4 million.

Dennis currently works as speechwriter and strategy advisor for Chuka Umunna, MP. He writes all of the major addresses, and has designed the messaging and communications structure for his brief as Shadow Secretary of State for Business, Innovation and Skills. In order to write national speeches for expert audiences, Dennis has further developed his ability to research major issues and discuss them in compelling ways.