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# SPEAKER SCHOOL



## LEARN HOW TO BE A CONFIDENT PUBLIC SPEAKER

Learning how to speak with charisma, confidence and clarity is no longer a 'nice to have' skill but a critical leadership skill that has the power to influence your next promotion, your pay packet and your profile.

In this practical, hands-on workshop you'll learn the strategies and tips for being brilliant at speaking. Speeches, sales presentations, media comments, job interviews, Q&A sessions, panels, and more – you'll learn how to have influence whenever you speak.

### THE ACTOR FACTOR

- All trainers have extensive business credentials and work as professional actors in film, stage and TV
- Learn from those who get paid to persuade and those who speak for a living

### TOPICS INCLUDE:

- Organising your message
- Using storytelling techniques
- Handling technical glitches
- Speaker etiquette
- Vocal projection
- Mastering humour
- Using body language
- Conquering nerves
- Building audience rapport
- Stagecraft
- Microphone technique
- Using speaker notes
- Memorisation techniques
- Icebreakers
- Delivering off-the-cuff presentations
- Speech templates and structures

### WHO'S IT FOR?

This one-day course is for:

- Managers who need present to their team or stakeholders
- Speakers new to the industry wanting to gain confidence
- Professional speakers wanting to learn some new 'tricks' to add to their suite of tools
- Authors wanting to use speaking as a promotional tool

## COURSE OVERVIEW:

**Presenting for Influence** is a comprehensive public speaking training system for creating highly effective presentations. Based on rigorous study of the best public speakers in the world, this course shows you how to select your topic, tell powerful stories, and master your delivery. It will shorten your learning curve, save yourself years of trial and error and teach you the blueprint for creating a winning presentation.

## GET SEEN. GET HEARD. GET A FOOT IN THE DOOR...

All attendees will get to present to an ICMI Speaker Booking Team. Be seen. Get heard. Here's your chance.

### 1. PREPARATION

- Organising your message – what's the moral of the story?
- Researching techniques – accessing facts, figures and images quickly and easily
- Mindfulness and relaxation – essential tools for remaining calm and collected
- Delivering off-the-cuff presentations – tips and tricks to get you off the hook
- Using speech templates and structures – for creating instant presentations
- Speaker etiquette – how to get tech crew, clients and fellow speakers on side

### 2. PERSUASION

- Using archetypal storytelling templates – the art of influence and being memorable
- Mastering humour – get this wrong and you'll never work again
- Tapping the power of persuasion – mastering the NLP of audiences
- Rehearsal and warm up exercises – how to prepare like a professional
- Speaker notes – to memorise or not?
- Stagecraft – take control of the space and make it work for you
- Microphone techniques - what to do, what not to do
- Writing ice-breakers and credibility statements – establishing your authority to speak

### 3. PERFORMING

- Conquering nerves – convert nervous energy into confidence
- Handling technical glitches – contingency plans and scripts to cover every situation
- Making the most of your voice – increasing vocal power, articulation, range and tone
- Building audience rapport – tips for creating interaction and goodwill
- Body language – how to use your hands and how to stand
- Rehearsed gestures – how to use gestures effectively
- Eye contact – how to build a personal connection with audiences big and small

## WHAT YOU'LL GET

- One to one feedback
- Personalised coaching
- Video feedback
- Customised learning plan for future development
- Maximum 20 participants
  - 2 trainers (1:10 trainer ratio per person)
- Delicious morning tea, lunch and afternoon tea

## SPECIAL OFFER

All attendees receive a free copy of the 10-page ebook, 'Top 10 Mistakes All Presenters Make When Speaking In Public' by **Bernadette Schwerdt**

## HOW TO BOOK

**Date:** Wednesday 20<sup>th</sup> July

**Time:** 8:30am to 5pm

**Location:**

Kooyong Lawn Tennis Club, Toorak (7km from CBD).

**Cost:** \$795 + gst

**Enquiries:** (03) 9529 3711

**Email:** [icmi@icmi.com.au](mailto:icmi@icmi.com.au)

**Book online:** <http://bit.ly/1sNzfBP>

OUR PARTNERS



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## TESTIMONIALS

"As a lecturer, I speak for a living but what I learnt has taken my skills to a new level. I highly recommend it for any manager who has to speak in public."

**Dr Heather Fraser**  
Senior Lecturer, Flinders University

"What you'll learn will change the way you present. Highly recommend it."

**Paul Greenberg**  
co-founder Deals Direct.com.au

**Bernadette Schwerdt**  
Course Director and Trainer

Watch Bernadette's celebrated TEDx talk here:  
[youtu.be/TF6OLunysM4](https://youtu.be/TF6OLunysM4)

