

Compelling Presentations

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**Many of our media training clients kept telling us they could apply our journalism insights to making their presentations much more compelling
It's true – effective public speaking is like a great interview – you must be focussed and authentic to get your audience to engage with your message**

**Here it is - a unique course shaped by our experience
as both reporters and communicators**

Core Elements

Telling the right story

The fundamental questions you must ask yourself in planning and structuring your presentation
Getting impact upfront

Focussing your message

The all-important top line and how it can help shape your whole presentation
Language – making what you say succinct and accessible

Taking your place at the centre of the presentation

How to look and sound good
Using your energy to prove what you're saying matters

Dealing with nerves

Establishing how to remain in control
Relaxation and focussing strategies

A highly practical session including a filmed presentation

Recording and playback is an essential part of the learning process because you need to see what the audience is experiencing. We will help you reflect on your performance and build an action plan for the future.

Additional elements

Handling questions | Effective use of powerpoint | Strategies for large and small groups



Chris Jameson and Tony Prideaux

“Individuals are at the heart of effective presentations because it's your commitment, knowledge and character which will get your audience onside. We give you the confidence and the skills to take centre-stage”

