

When your presentations must deliver Results



**speakers
academy** 

We Believe

That people learn best when they are enjoying themselves

That people learn best by doing, rather than listening

That people learn best when they are challenged (but not too stressed)

That people learn best when they are encouraged to believe that they can!





We KNOW

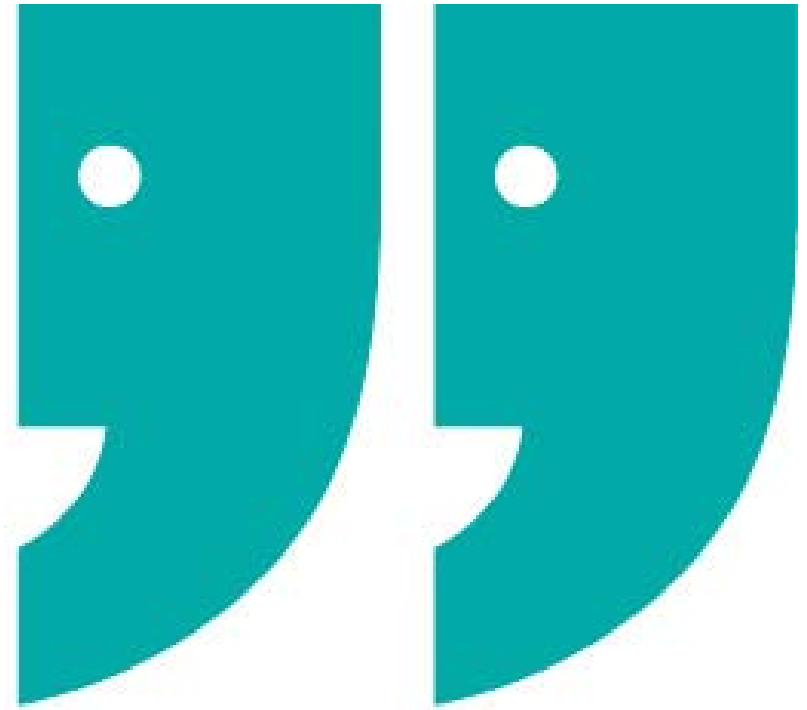
That with our guidance almost anybody can deliver a confident and powerful message that has lasting impact.

Whether it is to an audience of two or two thousand.

Bespoke Experiences

A Speaker's Academy bespoke experience is designed to ensure that you will achieve your objectives by combining carefully crafted modules in an interactive, enjoyable experience.

Each module involves a discussion of a topic, an opportunity for delegates to apply the concepts and techniques and then receive feedback from the tutors.



Speaker's Academy Tutors are

Experienced and successful business leaders

Professional speakers

Experts in the science of personal change

Totally committed to doing whatever it takes to ensure that you achieve your goals

Some of our module topics

Introduction to the event	Introduce the tutors and the delegates Set clear objectives Discuss how to get the most out of the day	Handling the Q&A	How to use the Q&A strategically so that it supports and reinforces your key messages	Pre-performance rituals	How to beat stage fright and arrive on stage in the ideal state to deliver your message
Crafting your Message	How to plan and create anything from a 60 second networking speech through a conference keynote to a multi day experience	Emotional experiences and logical arguments	To ensure a behavioural change in your audience you must have an impact on their knowledge, their skills and most importantly their attitudes	Make it Stick	How to increase the audience's retention of your message from the usual 5% by deliberately crafting what they will forget and what will stay with them for a long time.
Flexibility and Humour	An essential skill for any speaker - this module is designed to help you to think on your feet and utilise anything that might happen while you are on stage	Brand You!	How to manage your own brand as a credible leader How to avoid the big presentation mistakes that will sabotage your initiatives	Calls to Action	The three crucial elements of a message The Power to Influence How to Close
Delivery and Stagecraft	Voice, Gestures and Body Language Use of the stage	Rehearsals	How to quickly and effectively ensure that your material works and that you will deliver it perfectly	Selling from the platform	An art in itself that can rapidly boost your company's success when it is done well and waste a small fortune when it isn't
Rapport and Connection	How to ensure that the audience are keen to hear what you have to say	Presenting to a Camera	An essential skill for the 21st Century	Technical Presenting	how to make facts and figures fascinating
Stories and Metaphors	A story well told adds impact and humanises your message, this module covers all of the do's and don'ts of great storytelling	Presenting with a partner	As soon as you share the stage you have to be able to work effortlessly and seamlessly with your partner if your message is to work	Showcase	Put everything that you have just learned into practice by writing, rehearsing and delivering a 5 to 10 minute presentation of your own material
Advanced Audio Visual	An overview of how to work with your video and audio technicians and to create fabulous multi sensory experiences	Keynotes	How to create a memorable 30 minute speech for a conference highlight or an after dinner entertainment	Workshop Design	Essential for trainers - How to craft workshops that offer true lasting value.

For Example

A program of three separate 2 hour sessions for BT

Objective "Become an Inspirational Presenter"

75 delegates : 1 Tutor

Session 1

Crafting your Message
Pre-performance rituals

Session 2

Make it Stick
Delivery and Stagecraft

Session 3

Emotional experiences and logical arguments
Brand You!

Building Rapport and Connection
Handling Questions and Answer Sessions
Calls to Action

A 1 day event for Johnson and Johnson's Key Opinion Leaders

Objective – Developing Presentation Skills for Conferences

20 delegates : 2 Tutors

Session 1

Crafting your message

Session 2

Delivery and Stagecraft

Session 3

Pre performance Rituals

Session 4

Make It Stick

A two day intensive program for the Vision Express senior management team

Objective Preparation to Deliver an International Seminar

10 delegates : 4 Tutors

Session 1

Introduction to the event

Session 2

Crafting your Message
Emotional experiences and logical arguments

Session 3

Delivery and Stagecraft
Pre-performance rituals

Session 4

Building Rapport and Connection
Presenting to a Camera

Session 5

Flexibility and Humour

Session 6

Presenting with a partner
Make it Stick

Session 7

Handling the Q&A
Calls to Action

Session 8

Rehearsals

Session 9

Showcase



Creating Your Experience

We meet with you to agree your objectives

We tailor make an event that fits your requirements

We meet again and agree the plan including the pre event material and follow up

We book the ideal tutors from the Speaker's Academy Team

We arrange all of the equipment and consumables and if you wish we will arrange the venue, accommodation and catering

You and your team turn up and enjoy the experience

After the Event

We can provide coaching for specific projects and Master Class experiences that further embed and develop your new skills.

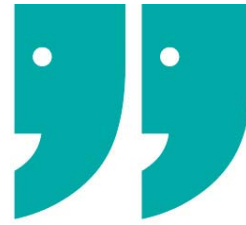
Sue wanted to be able move people to action

I decided to come on this course because I have watched some great and knowledgeable people fail to 'grab' an audience, and some people with a less than convincing message, hold and move an audience.

I have tried to analyse it, and seen the same skills that I already had, but couldn't really decide what the 'magic' spark was, but I knew that whatever they had, I wanted it!

I can say with conviction that **this course has given me that 'magic' spark**. It isn't a secret, it isn't black magic, it is inside you already, but Andy, Gil and Brad showed me how to set it loose, harness it and use it! Thanks guys, a great course, I am already telling people they should **take any chance to get a place on it!**

Sue Thomas – EDS Consulting



David wanted more confidence in front of an audience

"This course is fantastic, it has liberated my mind in a way I didn't think possible.

I exude confidence now, not only in public speaking, but in all forms of communication. As if that isn't enough I feel 10 years younger!

I learnt an amazing amount from the other delegates whose life experiences made me think deeply about my own ambitions and motivations. **I can honestly say that this has been a life changing experience for me."**

David Goad – Proven Track Record

James was "dropped in the deep end" just after he'd been on the course and found that he was more than ready for the task

Last week I was in Montreux, on Lake Geneva, where deep purple wrote 'smoke on the water' as it happens...

I was there for the 18th International Advertising Festival. My senior colleague suddenly couldn't make it. He was going to be keynote speaker, judge of the awards and run workshops.

At the last minute, he asked me to stand in for him!

If it wasn't for the course, I wouldn't have had the guts to do it.

I did, and it went really well. And I was even asked to do more workshops after the event.

Thank you.

James Welch – Y&R EMEA

We Will Help You to Grow Your Team and to Grow Your Business

Let's talk—0115 989 9772

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