

# EXECUTIVE SPEAKER PROGRAMME

Commit to deliver greater influence by  
taking public speaking to the next level

## WHAT'S IT ABOUT?

Delivering dynamic business presentations and mastering the art of public speaking are critical skills for business success! Whether you are required to deliver results at a board meeting, present a sales-pitch to clients or a keynote speech at an annual conference – this is the time you are judged the most, so don't take any chances, ensure that you are trained to deliver your best.

Henley Business School in association with Unique Speaker Bureau are proud to present the 'Executive Speaker Programme' from the 5<sup>th</sup> September to the 24<sup>th</sup> October 2017.

The 'Executive Speaker Programme' will be facilitated by 4 of South Africa's top Professional Speakers and includes 8 sessions over 8 weeks, covering the following critical components of each presentation.

## COURSE CONTENT:-

PLANNING a professional talk

PREPARING a professional talk

PERFORMING a professional talk

PROMOTING your personal brand

## WHY ATTEND THIS COURSE?

Contrary to popular belief, great speakers and presenters are not born, they are made! The Henley Executive Speaker Programme will provide you with all the tools you need to become a great speaker or presenter.

During this highly interactive executive speaker course, you will learn to create structured talks using proven methods, techniques and frameworks. You will be shown how to include dynamic content that will not only keep an audience's attention but will also make your key communications exciting and memorable.

Together we will explore what successful speakers do right and what others do wrong. We will take a closer look at dynamic delivery skills; why eye contact is still one of the best communication tools; how voice projection, tone and vocal pace can change the meaning of any message and how posture, stance and body language either increase or decrease your credibility as speaker.

Through experiential exercises and small group activities, you will have the opportunity to put new techniques into practice and improve your ability to speak with confidence, poise, clarity and conviction. In addition to this, you will have the opportunity to physically present numerous times during the course and receive immediate feedback and coaching on your content and delivery skills from a World-Class Speaking Coach.

Learn powerful techniques that will help you manage the nerves and overcome the fear of public speaking.

The final session of this exciting course culminates in giving you the opportunity to deliver a 10-minute presentation to the facilitators, Henley Management and staff, the Unique Speaker Bureau Management and sales team, as well as selected VIP corporate clients.

Your final presentation will also be filmed and you will receive a copy of the video, which can be added to your professional online profile or used to promote your future professional speaking career.

On completion of this programme, you will have developed a new found confidence in your ability to deliver compelling messages, drive decisions, change minds, energize your audience and achieve your goals.

## WHO SHOULD ATTEND THIS COURSE?

*SENIOR MANAGEMENT & EXECUTIVES*

*PROFESSIONALS WITH THE RESPONSIBILITY OF PRESENTING TO CLIENTS*

*SALES, MARKETING AND CLIENT FACING EMPLOYEES*

*ASPIRING PROFESSIONAL SPEAKERS*



In association with:



The Premier League of Professional Speakers

1. 5<sup>th</sup> September, Tuesday
  2. 12<sup>th</sup> September, Tuesday
  3. 19<sup>th</sup> September, Tuesday
  4. 26<sup>th</sup> September, Tuesday
  5. 3<sup>rd</sup> October, Tuesday
  6. 10<sup>th</sup> October, Tuesday
  7. 17<sup>th</sup> October, Tuesday
  8. 24<sup>th</sup> October, Tuesday  
with the final session with presentations to a live audience on Tuesday, 24th.
8. 24 October 2017 – the final evening with 10 minute presentations from each of the delegates (all speakers, USB staff, Henley team and VIPs) to be invited as part of the audience (delegate partners invited)

\*Evening modules are from 18h00 to 21h00

Facilitated by Henley Business School with trainers formally from the business sector, and also skillful and highly successful professional speakers with outstanding credentials.

#### CONTENT DETAIL

##### PLANNING a professional presentation

Module 1 and 2

Professional presentations should only contain key information that drive results. Learn how to consolidate masses of content into focused frameworks that make presentations easy for a speaker to deliver and exciting for an audience to receive.

##### PREPARING a professional presentation

Module 3

Bullet points and boring slides are no longer an option in presenting. Audiences today assimilate information differently and for this reason, focused content must be conveyed by very few words, high definition graphics and dynamic video to get the message across.

##### PERFORMING presentations

Module 4 - 6

Part of being a successful presenter is ensuring that you have a powerful personal brand that adds credibility to your professional profile as a presenter. Learn tips on developing and promoting your personal online brand from the author of the best-selling book 'How to Win Influence and Friend People'.

##### PROMOTING yourself

Module 7

Audiences today are sophisticated, savvy and highly intelligent; and this requires a completely different approach to delivering speeches and presentations. It is no longer acceptable for a speaker to stand at a podium and data dump information onto an audience. Being a successful presenter today means having the ability to have a conversation with your audience, engage with them genuinely and move them emotionally. It demands that you share fresh ideas with a sense of passion that is authentic, yet well prepared and personally delivered.

Learn the art of dynamic presentation delivery skills from people who use these techniques every day to inspire, motivate and entertain audiences around the globe.

##### PERFORMING a professional presentation

Module 8