



# 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 15<sup>th</sup> May to 19<sup>th</sup> June 2018.

The 'Executive Speaker Programme' will be facilitated by 3 of South Africa's top Professional Speakers and includes 6 sessions over 6 weeks, covering the following critical components of each presentation.

## 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.

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 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 newfound confidence in your ability to deliver compelling messages, drive decisions, change minds, energize your audience and achieve your goals.

## WHO SHOULD ATTEND THIS COURSE?

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*SENIOR MANAGEMENT & EXECUTIVES*

*PROFESSIONALS WITH THE RESPONSIBILITY OF PRESENTING TO CLIENTS*

*SALES, MARKETING AND CLIENT FACING EMPLOYEES*

*ASPIRING PROFESSIONAL SPEAKERS*

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**Henley**  
Business School

In association with:



UNIQUE SPEAKER BUREAU

The Premier League of Professional Speakers

Facilitated by Henley Business School in conjunction with the skillful and highly successful professional speakers with outstanding credentials who are all represented by Unique Speaker Bureau.

**REGISTER NOW**

**Venue: Henley Business School, Witkoppen Road, Paulshof, Sandton.**

**The programme cost is R21,000 ex VAT**

**To enroll, please confirm: [brooke@uniquespeakerbureau.com](mailto:brooke@uniquespeakerbureau.com) or [elijahr@henleysa.ac.za](mailto:elijahr@henleysa.ac.za)  
(seating is limited)**

For more information on the programme, please see below and contact Brooke at Unique Speaker Bureau on 011 465 4410 or Elijah at Henley Business School on +27 11 808 0960

### MORE DETAIL ON THE EXECUTIVE SPEAKER PROGRAMME

The course will have a 60 minute kick-off followed by the 1st evening session and will run over a total of 6 evening modules on the premises of Henley College.

Dates & times, Tuesday, 15<sup>th</sup> May 2018 (17h00 – 18h00 kick-off followed by the first session)

1. 15<sup>th</sup> May, Tuesday
2. 22<sup>nd</sup> May, Tuesday
3. 29<sup>th</sup> May, Tuesday
4. 5<sup>th</sup> June, Tuesday
5. 12<sup>th</sup> June, Tuesday
6. 19<sup>th</sup> June, Tuesday - final 10 minute presentations from each of the delegates to a live audience (all speakers, USB staff, Henley team and VIPs to be invited as part of the audience, including delegate guests)

\*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 & 4

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.

The concept of “death by powerpoint” is a reality. In module five the “do’s and don’ts” of powerpoint is explored to support your message.

#### DELIVERING a professional presentation

Module 2

Part of being a successful presenter is ensuring that you have a powerful presence. Learn how to deliver your presentation by moving away from monologue to having a conversation with your audience.

#### SALES presentations and STORYTELLING

Module 3

Justin Cohen shares his “pitch to win” formula on the six keys to winning a sales pitch. The module is also focused on the power of storytelling to influence your audience.

#### HINTS and TIPS to become a World-class speaker

Module 5

What makes a world-class speaker? Receive hints and tips on making it memorable, powerful delivery skills and differentiating yourself as a business or professional speaker from a world-class speaker.

#### FINAL ASSIGNMENT PRESENTATIONS

Module 6