

2018

HENLEY USB EXECUTIVE SPEAKER PROGRAMME

MAY / JUNE 2018

 **SPEAKER  
ACADEMY**  
UNIQUE SPEAKER BUREAU

Lynn Baker  
USB SPEAKER ACADEMY

## HENLEY USB EXECUTIVE SPEAKER PROGRAMME – 6 WEEK PROGRAMME 2018

| MODULE / DATE   | SPEAKER                      | OPENING SESSION<br>18H00 – 18H15                                     | SESSION # 1<br>18h15 – 19H45 (90 mins)   | SESSION # 2<br>20H00 – 20H45 (45 mins)   |
|---|------------------------------|--|--|--|
| <b>MODULE # 1</b><br><b>15 May 2018</b><br><b>PLANNING</b><br><b>A PROFESSIONAL</b><br><b>PRESENTATION</b>  | Lynn Baker                   | Welcome by Henley Business School & Unique Speaker Bureau Management | Introduction to Executive Speaker Programme &<br><b>PLANNING A PROFESSIONAL PRESENTATION</b> <ul style="list-style-type: none"> <li>• Framework &amp; Structure</li> <li>• Consolidating content</li> </ul>            | <b>PRACTICAL</b> <ul style="list-style-type: none"> <li>• Delegate introduction presentation</li> </ul>  |
| <b>MODULE # 2</b><br><b>22 May 2018</b><br><b>PUBLIC</b><br><b>SPEAKING</b><br><b>DELIVERY SKILLS</b><br><b>SESSION</b>   | Lynn Baker                   | Henley Conversation Circle (30 mins)                                 | <b>DELIVERING A PROFESSIONAL PRESENTATION</b> <ul style="list-style-type: none"> <li>• Public Speaking Delivery Skills</li> <li>• Moving from Monologue to Conversation</li> <li>• Presenting with Presence</li> </ul> | <b>PRACTICAL</b> <ul style="list-style-type: none"> <li>• Delegate 5 minute presentations</li> </ul>   |
| <b>MODULE # 3</b><br><b>29 May 2018</b><br><b>SALES</b><br><b>PRESENTATIONS</b><br><b>&amp; STORY TELLING</b>   | Justin Cohen                 |  | <b>“PITCH TO WIN”</b> <ul style="list-style-type: none"> <li>• 6 Keys to a Winning Sales Pitch</li> </ul>  | <b>“PITCH TO WIN”</b> <ul style="list-style-type: none"> <li>• 6 Keys to a Winning Sales Pitch continued</li> <li>• The Power of Storytelling</li> </ul>   |
| <b>MODULE # 4</b><br><b>5 June 2018</b><br><b>POWERPOINT</b>  | Lynn Baker                   | Henley Conversation Circle (30 mins)                                 | <b>DO'S &amp; DON'TS OF POWERPOINT</b>   | <b>PRACTICAL</b> <ul style="list-style-type: none"> <li>• Delegates deliver 5 min versions of final assignments</li> </ul>   |
| <b>MODULE # 5</b><br><b>12 June 2018</b><br><b>Hints &amp; Tips from</b><br><b>a World-Class</b><br><b>Speaker +</b><br><b>Video Feedback</b><br><b>session</b> | Michael Jackson + Lynn Baker |  | <b>WHAT MAKES A WORLD-CLASS SPEAKER?</b><br>Hints & tips on making it memorable, powerful delivery skills and differentiating yourself as a Business or professional speaker. (60 mins)                                | <b>PRACTICAL</b><br><b>Michael Jackson &amp; Lynn Baker</b><br><b>Delegate feedback on presentation videos</b> <ul style="list-style-type: none"> <li>• Facilitators work with delegates to finalise the structure, content and slides for final assignments.</li> </ul> |
| <b>MODULE # 6</b><br><b>19 June 2018</b><br><b>FINAL</b><br><b>ASSIGNMENT</b>   | Lynn Baker<br>Henley USB     |  | <b>FINAL ASSIGNMENT</b> <ul style="list-style-type: none"> <li>• Henley Executive Speaker Programme Delegates deliver 10 x minute presentations - Filmed by Uzzi</li> </ul>  |  |