

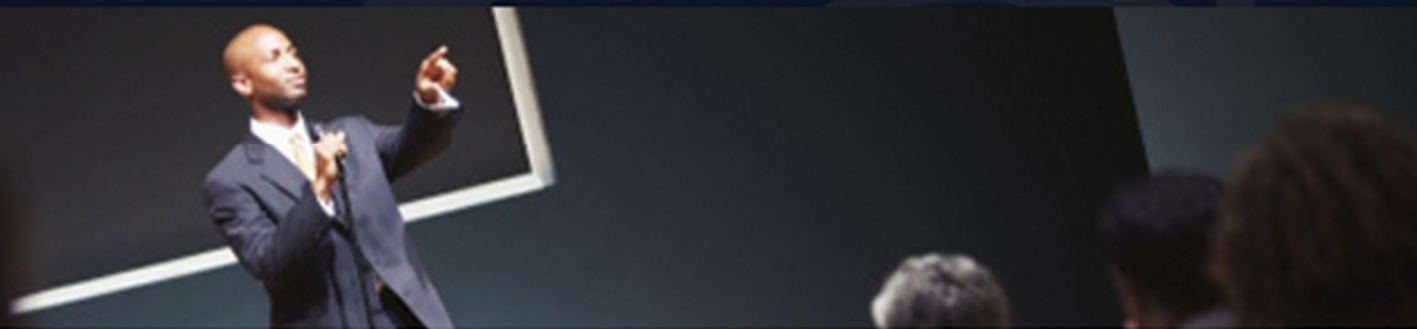
ELOQUENCE PUBLIC SPEAKING



"Public Speaking – The Power to Influence & Persuade"



ELOQUENCE
PUBLIC SPEAKING



CSI PUBLIC SPEAKING ACADEMY

PLANNING & DELIVERING A KEYNOTE SPEECH

CSI ACADEMY IN CONJUNCTION WITH ELOQUENCE PUBLIC SPEAKING

IF YOU DREAM OF BEING A PUBLIC SPEAKER but have limited time and limited budget, then this course is for you. Training will be facilitated by Lynn Baker – Managing Director of Eloquence Public Speaking, founder of Conference Speakers International and Certified World Class Speaking Coach.

WHO SHOULD ATTEND – INTERMEDIATE COURSE

This **Public Speaking Course** is for **those who have some previous experience in delivering speeches and business presentations**, who would like to invest in themselves to take their skills to the next level. They should be well versed in their subject and already have the basic layout of the presentation and all the information required for it, ready to be placed into a formal speech structure.

This inter-active one day training is split into two sections. The morning is dedicated to formulating the structure of your presentation into a professional speech format, that will make it easier for you to deliver and interesting for the audience to receive. Please bring along all the text, pictures, graphics or DVD footage you want to include in your presentation and we will work on the following:-

- IDENTIFY THE OVERALL MESSAGE, THEME AND TITLE OF YOUR PRESENTATION
- CONSOLIDATE YOUR CONTENT INTO KEY POINTS
- FORMULATE YOUR SPEECH INTO A SOLID STRUCTURE
- CREATE THE TIMELINE FOR YOUR KEYNOTE SPEECH

During the afternoon, we will cover the basics of 'Public Speaking Delivery Skills' and participants will be required to deliver an extract of the presentation they developed in the morning. Public Speaking Delivery Skills will focus on the following:-

- EYE CONTACT
- POISE, POSTURE, STANCE & PRESENCE
- VOICE PROJECTION, PRONUNCIATION & MODULATION
- VOCAL TONES & PACE
- MOVEMENT & GESTURES
- RELAXATION & BREATHING TECHNIQUES FOR CALMING THE NERVES

During the training, we will watch videos of professional speakers and analyse their skills and tactics and explore how you can benefit from their experience.

We look forward to helping you create the Keynote Speech of your dreams!



since 1991

COURSE DETAILS

Date	Saturday 24 th Sept 2011
Venue	The Business Centre Design Quarter Fourways Sandton
Time	10h00 - 16h00
Cost	R1750.00 pp (Inc. Vat) Seating limited Book now

PAYMENT

Full payment is required 7 days prior to the date of training. Pls email confirmation payment to lynn@eloquencegroup.co.za

Bank	FNB
Branch	RMB Private Bank
Name	Eloquence Group
Acc #	62299068190
Branch	261-251
Ref -	Your name +Course date

ELOQUENCE PUBLIC SPEAKING

(A Division of Event Café Pty Ltd – Co Reg # 2001/008201/07 - Director – Ms Lynn Baker)

Business Centre, Design Quarter, Fourways, Sandton

Tel # 011 513 3431 / 082 457 5752 Email : lynn@eloquencegroup.co.za Web : www.eloquencegroup.co.za



PUBLIC SPEAKING KEYNOTE SPEECH COURSE OVERVIEW

SESSION # 1: Planning and Preparing a Keynote Speech

- * Identify presentation objectives based on prospective client needs and requirements
- * Identify audience profile
- * Identify key strategic points for the presentation
- * Consolidate relevant content under key points
- * Collate relevant graphics / video / multimedia to accompany the content to make it dynamic
- * Formulate a solid structure for the presentation
- * Create a time line for the speech / presentation
- * Create a relevant theme or roadmap to make the presentation memorable
- * Add success stories to highlight the value of the company offering
- * Add acronyms, anecdotes, stories and quotes to make the presentation memorable
- * Identify pertinent questions to ask the audience to keep them engaged
- * Design a dynamic opening
- * Create a defined 'Call to Action'
- * Create a memorable close

SESSION # 2: Public Speaking Delivery Skills

- * Create a 'Big Bang' memorable opening
- * Create dialogue with the audience, eliminate monologues and talking 'at' the audience
- * Techniques to engage the audience and keep them engaged
- * Using Eye contact as a powerful audience engagement tool
- * Poise, posture and stance – own the room
- * Hand gestures and movements
- * Vocal pace, pronunciation and enunciation
- * Voice Projection
- * The Sounds of Silence - pausing between words and sentences to create impact
- * 'Fear of Public Speaking – Learn a few relaxation techniques and manage the nerves

TERMS AND CONDITIONS

- * Full payment due 7 days prior to the date of training to confirm booking.
- * No payment, no training policy.
- * Training cancelled within 30 days of training date will be charged at 50% of total booking fee
- * Training that is cancelled within 7 days of training date will be charged for in full.



The ability to speak well in public is one of the most powerful keys to business and personal success!

CSI Academy in conjunction with Eloquence Public Speaking assists speakers in the planning, preparation, design and delivery of keynote presentations.

Excellent communication skills are the one characteristic that set successful people apart and nowhere is this more prevalent than when they present themselves and their businesses to an audience or potential prospects.

Public Speaking and presentation skills are an essential tool for anyone who is at the forefront of a brand. Whether it be presenting concept to a client, selling a product or service, informing investors or shareholders on results or motivating employees, the planning and professional execution of presentations are essential to ensure that the message is conveyed clearly and concisely.

ABOUT THE COACH



LYNN BAKER is a Certified World Class Speaking Coach, a title that she is proud of, in an industry that she is passionate about. Lynn was the founder of Conference Speakers International in 1991, one of South Africa's most successful Speaker Agencies, representing the best of the best on the South African speaking circuit.

In addition to her many years of practical experience representing and working with speakers from all walks of life, Lynn attended an intensive speaker coaching course in 2004 with Professor Ron Arden from San Diego, who is renowned as the guru of speech coaching worldwide.

More recently, Lynn completed the 'World Class Speaker Coaching Course' with World Class Speakers in the USA, under the tutelage of Craig Valentine, the 1999 Toastmasters World Champion of Speaking.

Developing world class business presentations that deliver results, requires more than just presentation skills! It requires a person who understands the basics of business to clearly define objectives and tailor make the content and delivery to focus on a positive outcome. With more than 25 years business experience behind her, from running an international sales division in London, to starting and developing numerous successful businesses in South Africa, Lynn views presentation content from a client focused perspective that ensures that the all important aspects of return on investment and benefits to the client are clearly and concisely outlined in the presentation.

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