

Stand and deliver: a seminar for experienced conference speakers (one or two days)

This seminar offers a unique insight into the craft of conference speaking at an advanced level.

The programme assumes a considerable degree of competence and experience. It is practical and interactive; you will be asked to deliver part of a presentation and to share feedback on each other's work. The seminar is thus a rare opportunity to test-drive and fine-tune a conference speech prior to the event itself.

We shall be drawing on a long tradition of knowledge and practice, as well as more recent discoveries, to promote a more detailed understanding of:

- techniques for capturing and maintaining audience attention;
- principles for structuring ideas and information cognitively and rhetorically; and
- creating impact using different modes of appeal.

alanbarker830@btinternet.com

WATERSIDE VILLA WATERSIDE MERE WARMINSTER WILTSHIRE BA12 6EE
TEL & FAX +0044 (0) 1747 860329 alanbarker830@btinternet.com

Objectives

During the seminar, you will discover how to:

- engage the audience's attention more powerfully;
- create more memorable take-home messages;
- organize material for maximum impact and retention;
- project yourself and your ideas more effectively;
- increase audience involvement and answer questions effectively;
- develop your use of rhetorical devices;
- use slides as dynamic support rather than information sources; and
- encourage your audience more effectively to take action.

Throughout the seminar, we shall be working exclusively on presentations supplied by participants. You should be ready to work on a real presentation. You may bring a set of PowerPoint slides with you if you wish (on a memory stick, please). Please be aware, however, that this is *not* a seminar on the use of PowerPoint slides.

Because of the intensive practical nature of the seminar, groups must be limited to **eight** people.

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Outline programme

Introduction and objectives

- Objectives for the course
- The challenges of presenting
- Five canons: invention; arrangement; expression; memory; delivery

Practical exercises

Throughout the seminar, participants practise preparing, editing and delivering presentations or parts of presentations.

Invention

- Understanding the *kairos*
- Three modes of appeal
- Increasing focus: subject, audience, objective, theme, message
- Key characteristics of an effective message

Arrangement

- Planning the core structure of the speech: pyramids and narratives
- Constructing a performance: creating patterns of expectation

Expression

- Creating a style for speaking (rather than reading)
- Concretising concepts: verbs, proverbs and imagery
- Building credibility: authority, evidence, examples
- Harnessing the emotions: ten techniques
- Telling stories: simulating and plotting
- Rhetorical devices: bringing your language to life

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Memory

- Script or notes? Exploring the options
- Making the most of rehearsing

Delivery

- Death by PowerPoint (and how to avoid it)
- Developing your internal resources

Action session

Participants identify actions they will take as a result of attending the seminar.

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