

Stand and deliver

A seminar for experienced speakers

**Bush House
North West Wing
Aldwych
London
WC2B 4PJ**

2015 dates:

**24 February
1 July
7 October**

**Probably the best course I have ever been on.
Manager, Leeds Building Society**

To book your place on this course, email:
events@cml.org.uk

Sue Smith Training
part of Kernezen Connections Ltd
www.suesmithtraining.co.uk
07879 898 593

Stand and deliver

Extremely professional day, something for everyone. Really advanced my speaking skills.

Senior Commercial Manager, Royal Bank of Scotland plc

This seminar offers a unique opportunity to explore the craft of conference speaking at the highest level. It is highly practical and interactive; you will be called upon to deliver parts of presentations and submit yourself to scrutiny by your colleagues and the seminar facilitators.

The programme assumes a high degree of competence and experience. 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.

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
- stimulate your audience more effectively to take action.

Throughout the seminar, we shall be working exclusively on presentations supplied by participants. It is essential that you attend 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 that this is *not* a seminar on the use of PowerPoint slides.

I'd recommend anyone who has to speak in public to attend one of these sessions.

Head of Commercial Relationships, Personal Touch Financial Services Ltd

Alan is clearly well versed on his subject and delivers his course coherently so delegates can see the value. He allows you to learn without realising it!

Manager, CML

Outline programme

Introduction and objectives

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

Invention

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

Arrangement

- Planning the core structure of the speech
- Constructing a performance

Expression

- Creating a style for speaking (rather than reading)
- Denominalising
- Activating verbs
- Rhetorical techniques: imagery, structural devices, figures of speech

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

Practical exercises

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

Action session

Delegates identify actions they will take as a result of attending the course.

The trainer was an expert who did not just deliver the course material. Absolutely fascinating and inspiring.

Business Manager, NLA

Alan Barker



Alan Barker has run **Stand and Deliver** in partnership with CML for over five years. He is an associate of Sue Smith Training, and a training consultant specializing exclusively in communication and thinking skills.

He is the author of 18 books.

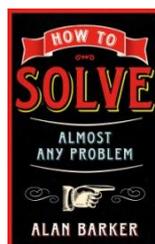
Alan is a member of the UK Speechwriters' Guild and the European Speechwriter Network.

Alan's blog is at:

http://justwriteonline.typepad.com/distributed_intelligence/

Alan's client list for 2014-15 includes:

Affiliate Window	Indigo Pearl
Air Partner	ING
Buckinghamshire New University	Jaguar Land Rover
CBS Outdoor (now Exterion Media)	Korea National
Chartered Insurance Institute	Diplomatic Academy (Seoul)
Council of Mortgage Lenders	LKS Training (Khartoum)
DHL Finance Services (Maastricht, Brussels, Bahrain)	McCarthy & Stone
Directory of Social Change	Middlesex University
East Sussex County Council	The Natural History Museum
Fortum (Helsinki)	North Somerset District Council
Forensic Risk Analysis	Reckitt Benckiser
Genesis Housing Group	South Downs National Park
Greater London Authority	Unison
ICAEW (London, Milton Keynes)	Victoria and Albert Museum
Imperial War Museums	Westminster City Council



A fantastic day with a lot of insight.
Manager, HML