



Writing high-impact presentations and speeches

Presentations: love them or hate them, they are an important part of professional life – whether to inspire, motivate, change minds or simply report back to your peers.

A successful presentation is as much about what you say as how you say it. Yes, your delivery and appearance are crucial. And yes, being a confident speaker helps. But you still need to captivate your audience with your content. In short, you need a combination of writing and presentation skills.

In this presentation and speech writing course, you will learn how to capture and keep your audience's attention without relying on PowerPoint. To inspire people, you need to appeal to their values. To carry them, you need pace and rhythm. To change minds, shape visions or even tell everyone what you do all day, you must choose and order your words carefully. We'll show you how.

Who is it for?

This course will benefit anyone who has to speak in front of an audience, whether in internal meetings or at large public-speaking engagements.

How long is it?

One day + short one-to-one coaching session.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to your work area.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

What you'll learn

Packed with trade secrets from the UK's best web writers, our highly practical web writing course covers:

- **use the techniques of the best speech writers**
- **avoid 'death by PowerPoint'**
- **tailor your talk to your audience**
- **build an effective structure**
- **create an intro that grabs your audience**
- **keep people with you (and awake)**
- **write a memorable ending**
- **use rhythm and 'colour'**
- **avoid weak words**
- **punctuate for speech**
- **know when – and how – to ring the changes**
- **design slides that work**
- **influence and inspire your audience**
- **write attention-grabbing 'two-liners' to promote your talk.**

Course programme

Writing high-impact presentations and speeches

9.30 Introduction

- Welcome
- Course overview
- Thinking about your audience
- Establishing what you want to achieve

10.45 Coffee

- Organising your ideas
- Thinking about the main components
 - Grabbing attention with the introduction
 - Getting your essential message across
 - Ending with a bang
- Speaking to inform, inspire or persuade

1.00 Lunch

- Techniques for taking the audience with you
 - Using words with impact
 - Varying pace, rhythm and tone
 - Using figures of speech
 - Asking the right questions
 - Punctuating for speech

3.30 Tea

- Preparing to deliver your presentation
- Avoiding death by PowerPoint
- Essential tips

Summary

5.30 Close

Get your documents read: discover how to grab your readers and keep them reading