

presents

*"An incredibly talented speaker...
one of the best in the business."*

Darren LaCroix
2001 World Champion of Public Speaking

TOP 5 LEARNING OBJECTIVES

- i Professionalise your presentation style for maximum impact
- ii Understand the media and be fully prepared for media interviews
- iii Learn how to craft your message – and make it stick
- iv Understand the 4 types of audience and how to engage them effectively
- v Understand what all journalists want... and how to turn it to your advantage

Advanced **PRESENTATION SKILLS & MEDIA RELATIONS**

"Connect with your audience and deliver winning presentations"

2 - 3 February 2010 • Karachi Marriott Hotel • 9:00 am to 5:00 pm

YOUR COURSE DIRECTOR

Simon Bucknall

Director, Art of Connection

An award-winning speaker and trainer, Simon is the youngest person ever to win back-to-back GB & All Ireland Public Speaking titles.

In 2007, Simon placed in the top 20 out of 26,000 competing speakers worldwide at the World Championship of Public Speaking finals, hosted by Toastmasters International in Phoenix, Arizona. The following year, he was crowned European Champion of Public Speaking for Junior Chamber International (JCI), a global federation of more than 200,000 young leaders and entrepreneurs.

Drawing on a broad-based career background spanning corporate executive search, politics and consumer brand strategy & innovation, Simon helps professional people maximise their personal impact – as communicators and as leaders. His workshops and presentations have empowered audiences in the USA, India, the United Arab Emirates and Finland, as well as across the UK and Ireland.

In 2005, Simon recruited, developed and led the team of young volunteers who, against all the odds, secured the election of England's youngest Member of Parliament, coming from third place to win.

He is a qualified training associate for Speakersbank, a UK national network of trainers and facilitators, empowering young people with vital skills in communication and personal leadership.

An award-winning training director, Simon was recognised by JCI UK for delivering the Most Outstanding Training Programme of the Year in 2008. He has featured on television as a special guest on John Deykin's Face To-Face programme on City7tv, the UAE's premier English language TV channel. He has also been interviewed on Business Tonight for Dubai Eye, Dubai's premier Talk Radio Channel.

Simon is the Director of the Art Of Connection, a niche consultancy that specialises in helping ambitious professionals maximise their personal impact.

Digital Media Partner:

Advanced PRESENTATION SKILLS & MEDIA RELATIONS

“Connect with your audience and deliver winning presentations”

Dear Professionals,

Presentation skills, art of Public Speaking and Media Relations are fast becoming a pre-requisite of leadership and management development. These skills play a preponderant role in developing interpersonal communications and interpersonal relations.

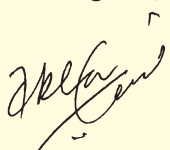
Effective and impressive communication is the most important personality trait of outstanding professionals and business leaders. The overall effectiveness of communication and quality of presentation skills of any working setup certainly leads to organizational development.

This two-day workshop will provide you, with an opportunity to prepare you to deliver presentations effectively and successfully and portray yourself effectively and efficiently in front of the Media.

The workshop will be highly interactive and I am sure there will be a lot for the participants to take away from it.

We look forward to receiving you on 2 - 3 February, 2010 at Karachi Marriott Hotel.

Best regards,



Akbar Aqil
Project Leader
Terrabiz

COURSE BENEFITS

- | Professionalise your presentation style for maximum impact
- | Project greater confidence and raise your profile within your organisation
- | Learn how to achieve absolute clarity in your presentations... fast
- | Hone your own delivery: through use of voice, eye contact and pace
- | Understand the four types of audience and how to engage them effectively
- | Gain greater fluency and impact when presenting with Powerpoint slides
- | Acquire the 3 keys to persuading with power in any presentation
- | Pick up new techniques for inspiring your audience
- | Learn how to craft your message – and make it stick
- | Master the art of handling the Q&A with confidence
- | Understand the media and be fully prepared for media interviews
- | Learn techniques for handling difficult media interview questions
- | Understand what all journalists want... and how to turn it to your advantage
- | Receive constructive, personalized feedback throughout!

WHO SHOULD ATTEND?

This course is aimed at senior and middle managers who have to provide presentations for such occasions as board meetings, and for those who represent their organisation externally through media interviews, press conferences and business events. It will also benefit corporate relations and PR staff who are responsible for the communication of important messages through presentations and the media.

You will be expected to have basic presentation skills. This is an advanced programme designed to help you operate at the highest level.

COURSE OUTLINE

DAY 1
2 FEBRUARY 2010

YOUR CONFIDENCE

Introduction

- Icebreaker exercises: build group rapport
- Outline course objectives
- Self-analysis of current presentation style (strengths + areas for development)

Core Skill 1 – Presence

- Project confidence - even if you don't feel it!
- Own the stage by committing to your presentation, right from the start
- Top tips for confidence, impact and handling nerves

Core Skill 2 – Power Of Stories

- Discover the power of the “P-S-P” formula
- Structure your thinking clearly when speaking impromptu
- Identify an underlying message
- Deliver a presentation within a strict time constraint
- Explore the power of storytelling

Core Skill 3 – Empower Through Feedback

- Discover the power of the “C-R-C” formula
- Motivate others through empowering verbal feedback
- Identifying core values in others

Core Skill 4 – Sensory Impact: Voice, Pace, Eye Contact

- Develop a more confident, convincing and high-impact voice
- Explore the power of the pause
- Practice engaging the audience through effective eye contact

Summarise Core Skills 1 - 4

YOUR PRESENTATION

Core Skill 5 – Audience Analysis

- Understand and explore the 4 key types of audience
- Understand and explore the 3 main types of learner
- Tips for securing the buy-in of each audience type (inc. difficult audiences)
- Tips for engaging the attention of each learner type

Core Skill 6 – Clarity

- Gather material/resources for your presentation
- Establish what is appropriate for your audience
- Identify your Key Message

Core Skill 7 – Visual Aids

- Select visual aids and use them with ease and confidence
- Engage an audience when presenting with slides
- Prepare a slide presentation
- Deliver slide presentations & gain personalised feedback
- Tips for handling the Q&A
- Q&A simulation – to consolidate Core Skills 1 - 7

Summarise Core Skills 5 - 7 & Close

DAY 2
3 FEBRUARY 2010

YOUR IMPACT

Core Skill 8 – Persuade & Inspire with Power

- The 3 keys to persuading with power in any presentation
- Forge a deep emotional connection with your audience
- Ensure your message sticks
- Identify your “Persuasion/Inspiration Challenge” and develop your pitch
- Persuade/inspire your audience + Q&A!
- Gain personalised feedback

MEDIA SKILLS

Introduction: The Journalist's Mindset

- What the journalist is always looking for
- What the journalist never wants!
- Techniques journalists use to control the interview

Core Skill 1 – Preparation

- Identify your purpose for doing the interview
- Be clear on your key message
- Shaping your approach/argument
- Creating a memorable sound-bite – putting your message into ‘quotable’ form
- Anticipating the “nightmare question” – and preparing a response

Core Skill 2 – First Impressions

- Projecting the right image from the very start
- Tips for ensuring you open with confidence
- Knowing where to look when on camera
- The importance of identifying your default position (body language)
- Gain personalized feedback

Core Skill 3 – Take Control

- Getting the most from your time on air
- Structuring your answers for maximum impact in broadcast media
- Techniques for handling difficult questions
- Getting your message across without being manipulated by the interviewer
- Thinking on your feet and dealing with questions/interruptions etc

Wrap-Up & Close

Advanced PRESENTATION SKILLS & MEDIA RELATIONS

“Connect with your audience and deliver winning presentations”

TerraBiz
Training | Conferences | Exhibitions | PR

REGISTRATION NOTE

Participation will be confirmed *subject to receipt of payment*.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledged by Terrabiz.

Workshop fees must be paid in full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstances, Terrabiz reserves the right to cancel or postpone the event.

For onsite customized programs
by **Simon Bucknall**

Please contact **Akbar Aqil** at
akbar.aqil@terrabilgroup.com
or call at
T> +92 21 3455 0431
M> +92 321 278 1000

Workshop Investment:

Rs. **32,500/-** per participant

***Early Bird Discount** (Before 15th January 2010)

Rs. **30,500/-** per participant

***Group Discount**

Every 4th participant from the same organization is Free

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

We are a business information firm, having managed and organized over 250 events of various calibers during the last ten months of our operations. Among our more recent events was the Entrepreneurship 09 Conference in August which was held in collaboration with MPF, the Human Capital Management Conference in Karachi and Lahore in April and July this year respectively, the Women in Leadership & Business Conference (WIBCON '09) in collaboration with Pakistan Society for Training & Development in March, Compensation & Benefits Day in June '09 and others.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured. Terrabiz is producing another international conference for MAP on 18 November in Lahore. Boeing and many other foreign and local business groups will be participating in that. www.mapconvention.com.

Terrabiz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. www.marketing2.com.pk. Terrabiz also organize frequent events with Google Pakistan.

Terrabiz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities. These bi monthly events are jointly hosted by Central Depository Company (CDC), SECP and Karachi Stock Exchange. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, ABN AMRO Bank, HSBC Bank, Saudi Pak Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro, Coca Cola Beverages, Central Depository Company, HUB Power Station and Aga Khan University.

In February 2010, we will be organizing the Marketing Conference & Exhibition in which BTL & ATL marketing firms will be showcasing their services and products, along with top-most corporate speakers from the sector sharing their thoughts and ideas on various aspects of marketing activities.

REGISTRATION

For Registration Contact **Akbar Aqil**
Cell: +92 321 278 1000 & +92 300 213 3849
Tel.: +92 21 3455 0431 & +92 21 3455 319
Fax: +92 21 3455 7264
email: akbar.aqil@terrabilgroup.com
register@terrabilgroup.com

Send your cheque in favour of “Terrabiz” to
Murad Hassan
Suite # 403, Shahwar Trade Centre, Above
Standard Chartered Bank, Allama Iqbal Road
branch, P.E.C.H.S, Block 2, Karachi, Pakistan.
Tel: +92 21 3455 8539 & +92 21 3455 0431
Cell: +92 300 922 0647 & +92 321 278 1000