

TerraBiz

Training | Conferences | Exhibitions

"Powerful, perceptive and practical advice for anyone presenting in a world of shortening attention spans. Use this book and profit."

Suzanne Bates, Author, "Speak Like a CEO"

THE ONE MINUTE PRESENTER

14 - 15 February 2010 | Sheraton Karachi Hotel
17 - 18 February 2010 | Pearl Continental Hotel, Lahore
9:00 am to 5:00 pm

8 steps to successful
business presentations in a
SHORT ATTENTION SPAN
world

Endorsed
internationally
by business
communication
experts



Your course facilitator
WARWICK JOHN FAHY
International Coach and Trainer

Print Media Partner

BUSINESS
RECORDER

Radio Media Partner

CITY
FM89

Technology Media Partner

CIO
Pakistan

Digital Media Partner

SYMMETRY
playing with digital media

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Course Overview

Based on the highly acclaimed book, *The One Minute Presenter*, this workshop takes your skills to a higher level with the 8 steps to successful business presentations that help you connect and engage with short attention span audiences.

Poor personal communication is at the heart of most people problems. Overcome this by improving the presentation skills of your managers and customer facing teams. We have taken the time-tested techniques and tips from *The One Minute Presenter* and skilfully packaged them into a two day interactive hands-on workshop. Thousands of people have benefited with increased presenting confidence, improved on-the-job productivity and boosted business results. Companies with good communication skills also have higher morale and retention.



Your course facilitator

WARWICK JOHN FAHY International Coach and Trainer

Warwick John Fahy is the international executive speech coach for CEOs, general managers and senior finance executives, who need to influence clients, investors, shareholders and team members. Warwick is the author of the acclaimed book, *The One Minute Presenter - 8 steps to successful business presentations in a short attention span world*. His highly practical approach and deep cross cultural intelligence have made him a sought-after business presentation trainer. Warwick

works globally in the USA, UK, Singapore, Hong Kong, China, UAE, India, Korea, Malaysia, Philippines and Laos.

Warwick is an expert in the art and practice of executive public speaking. For services to the public speaking industry, Warwick was inducted into the Toastmasters International Hall of Fame in August 2007 for his pioneering leadership as chairman for Toastmasters in China. Warwick is the founding Chairman of the Professional Speakers Association of China and a member of the New York National Speakers Association.

As a Certified Professional Facilitator (CPF), Warwick is invited by multinationals to facilitate process-driven executive retreats, workshops and executive boot camps in both English and Mandarin. Living in Asia since 1994, Warwick is known for demonstrating deep cultural intelligence, while collaborating with teams across China, Asia, India and the Middle East. His practical approach has been refined by growing several successful businesses in tough market conditions.

Warwick serves as General Manager of TEAMSWORK China, an accredited social enterprise, which helps retain and develop talent for multinationals through consulting, training and executive coaching services across Asia Pacific and the Middle East. Warwick has been recognised as an enlightened business owner with two nominations for the Extraordinary Life Awards for social entrepreneurs. He has served as an elected committee member for the British Chamber of Commerce in Shanghai. Warwick loves nature, healthy living and sports, like cricket and Ironman triathlons.

Who should attend?

This program is for you if you are an executive, director, or manager who needs to present to groups of any size.

And anyone who...

- ...needs to present at Board of Director meetings
- ...needs to motivate their team with a keynote speech
- ...wants to confidently present at shareholder meetings
- ...needs to deliver memorable messages
- ...needs to represent their company at a convention or public event
- ...wants to inspire their middle management
- ...wants to learn how to speak like an executive
- ...is already a good presenter and wants to be even better
- ...wants to project themselves more inside their organisation

Course Benefits

- **Conquer your nerves:**
Transform your fears into confidence.
- **Improve quickly:**
Accelerate your progress with three learning tracks.
- **Handle tough questions:**
Enhance your credibility in every question and answer session.
- **Stand out from the crowd:**
Become known as an expert in your field.
- **Keep their attention:**
Engage with diverse and demanding audiences.
- **Speak with clarity:**
Produce clear, concise and compelling messages.
- **Stay on track:**
Overcome the most frequent presentation interruptions.
- **Establish credibility:**
Build a strong reputation with your board of directors.
- **Always be ready:**
Become the person who is available to present at any time.
- **Get to the point:**
Have a concise and clear message for every audience.
- **Persuade without hard-selling:**
Convince your target audience using powerful stories.

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Course Agenda

Day 1

Introduction

Set context and build group rapport with icebreaker
Overview workshop objectives and ground rules
Exercise: One Minute Idea to Improve the World
Outline The One Minute Presenter journey

Essential Skill 1 - You, the Presenter

Become more self aware with The One Minute Presenter Questionnaire
Learn the key elements of an authentic speaker
Face the causes of public speaking fear with 6 fearbusting practical tips

Essential Skill 2 - Treasure your Audience

Identify key interests of important audience members
Create a presentation that starts from the audience's interests
Portrait your audience : Understanding an executive audience
Exercise: Prepare a golden avatar for your key stakeholders

Essential Skill 3 – Produce your Message

Organise your presentation effectively
Construct a clear message
Make a movie message to include elements of business story telling
Decide on a happy ending
Tagline key messages and make soundbites
Exercise: What do you want your audience to think, feel and do?
Exercise: What's your story?

Essential Skill 4 – Create your Connection

Learn three levels to engage an audience
Hold audience attention techniques
Exercise: Building rapport
Exercise: Interact with your audience
Exercise: Asking questions to engage your audience
Exercise: Mirror & matching

Essential Skill 5 – Deliver with Style (I)

Learn 13 essential tips to use your voice powerfully
Maximize your message with 11 non verbal tips
The dos and don'ts of slideshow presenting (optional)
Exercise: Add vocal variety to your speech
Exercise: Use eye contact by counting to 3

Summarise Essential Skills 1 to 5

Day 2

Essential Skill 5 – Deliver with Style (II)

Add impact with gestures
Exercise: Make your own gestures for key words

Essential Skill 6 – Manage All Interruptions

Learn the Five Golden Rules of managing interruptions
Control the presentation room
Manage people and things moving around the place
Overcome external and internal distractions
Prepare for equipment failures
Exercise: Practice managing interruptions

Essential Skill 7 – Master the Q&A

Open a question and answer session
Answer questions using the 4As method
Think quick with two way hooks
Close every answer with style
Master difficult questions
Exercise: Anticipate questions for the Q&A session with (tough) executives

Essential Skill 8 – Finish on Time

Use time tested formats for every presentation
Prepare thoroughly with essential tips and checklists
Adapt to last minute changes
Signpost your speech
Rehearse like the professionals

Summarise Essential Skills 1 to 8

Wrap up and Close.

Top 5 Learning Objectives

1

Boost executive skills in a practical hands-on workshop.

2

Produce compelling messages for your audiences.

3

Connect and engage audience while delivering.

4

Handle questions with confidence.

5

Learn new techniques to deliver influential concise executive messages that persuade.

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In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by **WARWICK JOHN FAHY**

Please contact **Muhammad Faheem**
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Workshop Investment:

Rs. 32,500/- Per Participant

*Early Bird Discount: (Before 10th Jan 2011)

Rs. 30,500/- Per Participant

*Every 4th Participant from the same organisation is **FREE!**

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

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among

our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabilz organized a highly successful CFO Conference ‘Rising CFO’ in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabilz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship’09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabilz Human Capital Management Conferences which were held in Karachi and Lahore in April09 and July09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also 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. Terrabilz has also organized some events with Google Pakistan.

Terrabilz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly 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, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, 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, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC 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 Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Terrabilz Upcoming Programs, Book your place TODAY!

“Cost Control & Management”
 by Alan Fell, UK
 17-18 January 2011, Karachi

“Bank Strategic Management”
 by Clive Wykes, UK
 15-17 February 2011, Karachi

“Anti Money Laundering”
 by Fazal Ghafoor FCA, FCMA
 18 January 2011, Lahore
 20 January 2011, Karachi

“Enhancing The Leadership Qualities of the Sales Manager”
 by GK Lim, Malaysia
 March 2011, Karachi
 March 2011, Lahore

“Finance For Non-Finance Executives”
 by Abdul Rahim Suriya, FCA, FCMA
 15-16 February 2011, Karachi
 21-22 February 2011, Lahore

“DON'T KICK THE CAT”
 Executive Stress Management
 by GK Lim, Malaysia
 March 2011, Karachi
 March 2011, Lahore

For Registration Contact Tanvir Hussain

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