

ATHENA

Workshop Programme

There will be a refreshments break morning and afternoon
Plenty of practical exercises throughout

09.30 Welcome and introductions

The Elevator Speech, or your answer to the question “what do you do?”

Planning and preparing a successful speech

The audience and their needs.
Setting aim and objectives.
Structuring a speech.

How to deliver the information - Dealing with nerves:

Why we get nervous when speaking in public, what nerves do to us
and what we can do to master them and make them work for us.
Some confidence-building techniques.

13.00 Lunch

13.45 How to deliver the information - Speaking well in public:

Controlling relaxation and posture for a good impression.
Breathing and voice exercises to support and develop the voice.
Non-verbal communication, body language and eye contact for
personal impact.
Getting your message across and finishing with style.

Practical Exercise

Q and A, Notes Handout

16.30 Close

This is your invitation to attend the one day

Athena workshop on Public Speaking

It's about improving our self-presentation
— a core business and social skill.

Tuesday 28th August 2012 at 09.30am

Venue: King's Croft Hotel, Pontefract



Workshop Leader:
Philippa Hammond
Award winning trainer,
working actor and voice artist



THE 'ELEVATOR SPEECH'

In today's climate it's wise to consider yourself and your skills as a marketable product to be advertised.

You're at a conference, business breakfast networking event, a trade show – or in any other situation where someone has asked you "So – what do you do?" "Tell me about yourself" or "What are you going to be speaking about today?"

Can you instantly give a graceful and fluent answer that shows you and your work to best advantage? Can you make it interesting and concise enough so the interested stay interested, the not so interested get interested and the really not interested are not bored and annoyed?

Stumbling over your answer won't leave a good impression on them – or yourself. If you feel shy, embarrassed or uncertain about what you're going to say, it will show in your voice and body language, and it certainly won't inspire their confidence in you, your project or your business.

You need an Elevator Speech, prepared, polished, and ready to use whenever you have thirty seconds or so of their undivided attention – say the time it takes for the lift to go up to the twelfth floor.

You can quickly learn how to craft and use an effective elevator speech, and a good one can capture interest, spark conversation and create networking opportunities.

Anyone can have an elevator speech – one delegate who was a little reticent about going back to work after a career break developed a speech beginning "I'm in domestic engineering!" which immediately triggered interest and conversation.

It should be focussed, upbeat – and short.

Speak less, say more – it's not a challenge to get out as many words as possible in thirty seconds.

It's about you, what you do and what you can do for them – and that's not just a job title, which may mean nothing to your listener.

It should be delivered with a smile, confident body language and an enthusiastic, engaging tone of voice – these are as memorable as your words.

Have different versions for different aspects of what you do, and make sure it's always up to date.

The secret is to create it, use it and believe it yourself. The more you hear yourself saying it, the more confident you'll be in your message and in yourself, which goes a long way towards inspiring confidence in others.

And always have your business card ready to hand.

Philippa Hammond

www.speakingwellinpublic.co.uk

BE PREPARED

Before attending the Athena group on 28th August, there is one important thing you need to do. **Please prepare your elevator speech.** It should last no more than 30 seconds, but you must be able to give it without notes.

There are a few other things that you could do that just might help the day run smoother and aid everybody's participation.

Please be on time. The easiest way is to be 5 minutes early for each session, particularly at the start of the day and as we start again after lunch.

Please do not have mobiles on (even on silent) during the day. If there are pressing matters that need to be dealt with, please put an alternative arrangement in place and pick up only at the breaks.

Please – no late withdrawals other than emergencies; we need to spend time working together, to improve the way RLO is perceived by the outside world.

We are all here for the full day. If it finishes early it finishes early for us all.

Brian Hutchinson

Venue:
**King's Croft Hotel,
Wakefield Road,
Pontefract
WF8 4HA**

Telephone:
01977 600550

Start time:
**9.30am on
28th August 2012**

