

**“Workshop - Public Speaking: Making the Right Impact”  
Training program  
(English Material)**

**Course Length:** 16 Hours @ 4days

There are no tedious subjects only tedious speakers!” This quotation shows that when facing the public, the personal impact of the speaker is more important than the value of the subject presented.

The weapon of a good orator is his capacity to convince, to deliver his message, to captivate, gain support and also to motivate his audience.

To achieve these objectives and to give your public presentation the best possible impact, this workshop offers you a framework of training on essential rules to be followed. This session is geared towards practical exercises using video displays, simulation and role playing to allow you finally to take the initiative and speak in front of an audience handling this situation with minimum stress.

**Targeted Audience (who can attend)**

Top Management

**Objectives and Contents**

Upon completion of this workshop, every participant will be able to:

- Recognize the principles of Communication
- Master the structure of a speech
- Enrich the content of a speech with its form
- Utilize proper techniques of oral expression to feel at ease facing a public
- Keep the interest of his audience
- Manage stage fright and stress
- Reinforce his presentation with a pertinent and persuasive conclusion
- Face the unexpected, questions and objections

During the workshop, each participant will learn to:

- Ask himself the right questions so as to be well prepared
- Create an effective rapport to make an impact on the audience from the start
- Express his ideas using a simple and well-structured method
- Involve his audience
- Manage well the time allocated to his presentation
- Efficiently utilize external aids (visual or audio)

- Prepare an effective wrap up
- Work on body language, attitude, posture to ensure credibility
- Correct any language mistakes
- Master the tone, volume and intonations of his voice
- Work on pronunciation to convey ideas correctly
- Choose the right dress code for a proper image