



SPEAKERS' CORNER

Portfolio of Training & Coaching



ABOUT US

Speakers' Corner has been operating since 1997. We have trained more than 5000 delegates across the UK, Europe and Middle East to be more logical, persuasive and memorable – so they can sell themselves, their ideas and proposals to influential audiences.

We believe in:

Helping People deliver their Best Stories.

We believe that storytelling aids understanding and releases imaginations for both the speaker and the listener. Great storytellers are able to simplify the complicated and find a metaphor to explain. Great storytellers care - about their message, their delivery and most importantly their audience.

Principal Workshops and Coaching are:

- The Power of Storytelling.
- A Presentation Masterclass – how to write the 2 kinds of presentations clients want.
- Selling Creative Ideas.
- One-to-one Coaching.
- Maximising Business Presentations.
- Advanced Business Presentations.
- Conference Speaking.
- Consultancy & Facilitation.

Speakers' Corner training benefits:

- We show how to communicate creatively to inspire and effect change.
- Through the power of storytelling we show how you can engage, explain and better persuade.
- We help develop greater personal and corporate credibility when presenting.
- We help the most experienced presenter to communicate better.
- We tailor every workshop to the specific group of delegates.
- We provide 2 trainers per workshop, which means more feedback, more outcomes.
- Our workshops are fun, highly interactive and use video to help delegates self-appraise.
- We send out a welcome briefing email and provide support notes for all workshops.

SUMMARY OF TRAINING AND COACHING

The Power of Storytelling Workshop – 1 day

Why storytelling?

The ability of the presenter to show thought leadership is dependent on their ability to help others 'imagine' and 'get the point'. Presenters therefore need to connect emotionally as well as rationally and stories allow them to do this.

Who will benefit?

The art of storytelling is an important weapon in anyone's communication arsenal so any managers who have made a number of presentations and are competent at delivering them. Maximum 6-8 delegates.

Workshop outcomes:

- To understand the different ways to use stories in business presentations.
 - A step guide to crafting stories.
 - To develop the confidence to use stories to make more impact.
 - To release imaginations to communicate more creatively.
 - To observe themselves in action as a storyteller and receive feedback.
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NEW A Presentation Masterclass – 1 day

How to write the 2 kinds of presentations clients want

This workshop will show delegates how to write a presentation which meets the needs of their audience whether a 10 slide focused presentation for the Marketing Director or an in-depth presentation for the Marketing Department. We will also show how to write a send-ahead / leave-behind document which doesn't just consist of powerpoint slides but instead is rewarding to read, eloquent in argument and supported by the right evidence.

Who will Benefit?

Managers with 5 plus years of experience who have to deliver presentations to all levels of clients and internal management. Maximum 6 delegates.

Workshop outcomes:

- A best practice for writing presentations NOT a straightjacket of powerpoint.
 - How to produce an in-depth v a focused presentation.
 - A best practice for writing send ahead/leave behind documents.
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Selling Creative Ideas – 1 day

To sell successfully the salesperson needs to craft their sales pitch and to understand that to be successful, both parties must feel they have benefitted from the transaction. In order to do this

when selling ideas, the delegates must accept they are in the business of 'selling'. This course is specifically designed to help delegates to maximise the 'buying experience' for their clients.

Who will Benefit?

Anyone who has to sell ideas – whether the original creator or account management. Typically, a prospective delegate may lack confidence or feel unable to put together a logical argument or find it difficult to bring an idea alive. They may have only just started in the business or have years of experience. Maximum 8 delegates.

Workshop outcomes:

- A better understanding of the 'client's viewpoint'.
 - What is the most 'persuasive case for buying'.
 - The skills to sell the logic behind the idea.
 - The confidence to bring an 'idea alive', helping the client get into the right 'mind frame' for creativity and the right 'visual frame' to understand.
 - A step-by-step plan of action they can follow when selling their ideas.
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One-to-one Coaching

The areas we cover include:

1. Preparing for a major industry or company conference – speech writing and delivery.
2. Working on a particular aspect of delivery – voice, presence, body language etc.
3. Building greater self-belief and confidence in front of an audience.
4. Building greater connection and engagement through message and delivery.

There are also individuals who need special attention because of speaking fears or being unable to rise to the presentation opportunity. In a number of cases this can hold back a person's career so one-to-one coaching is an effective solution, helping them overcome this barrier and grow.

We work with the individual on assertiveness training and building greater credibility. Or developing greater personal presence. Or helping someone prepare for MC'ing a major event. As experienced trainers and with extensive business experience, we aim to support individuals across a range of communication and personal development issues.

Training takes place in a client's premises or in our Richmond office. Each session lasts two hours with video recordings and playback. After the session an email feedback plus recommendations is sent to the delegate and training manager if requested. We recommend 2 sessions over a period of 1 to 3 weeks.

Maximising Business Presentations – 1 day

This programme is specifically designed to help delegates to maximise every 'presentation opportunity' they have with their audience – whether in an informal or formal meeting, both internal or with clients. Importantly, it shows the delegates the difference between 'simply having

the confidence to stand up and talk' and 'communicating to convince and influence'.

Who will benefit?

Anyone who is making or going to be making business presentations. Maximum 6-8 delegates.

Workshop outcomes:

- What makes a good presentation and how this impacts on their ability to close business.
 - How to write a focused message that meets their audience's needs and showcases their talent.
 - Confidence to bring their message alive by delivering a memorable presentation story.
 - A framework for creating slides which support the presenter, not smother them.
 - Insights of how to develop their personal presentation style to make stronger connections.
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Advanced Business Presentations – 1 day

Compared with the wealth of expertise, effort and enthusiasm that goes into responding to a client's brief, a presentation is often shortchanged – odd when the presentation is frequently the first and only opportunity that a company has to make a face-to-face case to their client. Business presentations have become formulaic and therefore not memorable. They fail to showcase the quality of thinking and insight of the presenter and the company they represent. They lack clarity, are uninspiring and prevent the presenter from making the strongest possible connection with their audience.

Who will benefit?

For managers who make regular presentations to clients and would like to review their current methods and improve their effectiveness. Maximum 6-8 delegates.

Workshop outcomes:

- A new approach to writing a memorable presentation.
 - Ways to make stronger connections with audiences.
 - Developing greater personal confidence to step outside the norm.
 - Seeing themselves in action and getting extensive feedback.
 - Understanding of their personal responsibility to improve the standard.
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Conference Speaking – 1 day

Great conference speakers stand out for being entertaining, relevant, thought-provoking and confident storytellers. They have the expertise and know-how but also the creativity and communication skills to write a strong message - one that they have total belief in and which they are enthusiastic about delivering. They weave their knowledge and experiences and touch the hearts and minds of their audience. They show they are in-tune with their audience and can deliver the right message for that day.

Who will benefit?

Anyone who is already or will be delivering conference speeches. Maximum 4-6 delegates.

Workshop outcomes:

- A desire to 'deliver' for their conference provider, their audience, their company & themselves.
 - A new approach to writing a memorable speech / presentation.
 - An understanding of what they need to do to improve their performance and memorability.
 - Seeing themselves in action and getting extensive feedback.
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Consultancy & Facilitation

Our clients tell us that if a day is fixed and is costing money managers show a greater commitment to the outcome. We work with clients as requested.

For example:

1. Working with a group of line managers helping them to agree their best practice for servicing their clients.
2. Working with a group of senior managers / directors to help them agree how they can better maximise their expertise throughout the company.
3. Helping a group of directors to look again at the way they go about presenting themselves to new business clients / their new business presentations.
4. Working with a new business team on their pitch presentation.
5. Working with a group of directors to agree how they can better present their company.
Eg in business forums; at conferences; to undergraduates.

TRAINERS



Barry Graham

- Founder Speakers' Corner 1997.
- Board Director McCann-Erickson London – working on Coca-Cola, GM, Glenfiddich.
- McCanns Middle East Manager.
- Past Member of the Institute of Practitioners in Advertising.
- Founder member of the UK Professional Speakers Association.
- Speaker on: 'Never give a speech without a story!'
'Creating and delivering great presentations!'



Sally Clare

- Partner Speakers' Corner.
- Graduate in Business Studies and a Unilever graduate trainee.
- Brand Manager - Lever Brothers.
- Account Director – ABM.
- Board Director - MSL - Business Consultancy.
- Joint Owner of Moving Gallery - Art Consultancy.
- PGCE in Training.

CLIENTS

We have worked for a variety of companies, principally in marketing, advertising, media, publishing, research and PR. These include:

Aldi Supermarkets
Arc London
Aspect Conference Co

MIND
Mindshare
M&C Saatchi

Bartle Bogle Hegarty
BBDO VL Brussels
Because
Bray Leino
British Airways
Cancer Research Campaign
Carat UK & Global

Newsweek
Ogilvy –London, Paris, ME
OMD Middle East
PHD
Promoseven – Middle East
Publicis Graphics [SA}

Disney
EasyEverything
The Economist
Fox Murphy
Financial Times
FRS Global

Rapier
Redhouse Lane
Saatchi – Dubai
Siemens
Skandia
Spar
Spafax Inflight
Starcom
Synovate

Gyro HSR Intl
Hotwire PR
IHT
Ipsos
Initiative Media
JWT (UK, Europe, ME)
Leo Burnett (London, Europe, ME)
Government of South Australia
Liberty PR
Kantar –WorldPanel, Europanel

TNS
Tribe Marketing
UM - UK, EMEA, Middle East
Welbeck PR
Whitewater
Wunderman Dubai
WWAV Rapp Collins

McCann Erickson [UK, Singapore]
MediaCom
Media Vest
Mencap
Miller Bainbridge & Partners

Y&R London/Dubai/Abu Dhabi
Zenith Optimedia
180 Amsterdam

“TESTIMONIALS”

Working with Speakers' Corner, our company has gained incredible knowledge about creative communication. I would recommend them to any company.

Petra Hoyos, Business Director, JWT CEE+MEA

The results were very good – everybody enjoyed the training – and for many they got an enormous amount out of the personal 'Who I am' story exercise.

Sally Macmillan, Client Services Director, ARC London

It was a great workshop and you were both very inspirational.

Cat Orriss, Creative Director, Because

I first came on your 'Selling Creative Work' workshop some 10 years ago. I have used your selling principles ever since.

Graham Wall, Creative Director, The Marketing Store Worldwide

Speakers' Corner is the first place I would go to for media sales training or presentation courses as they are the best in the business.

John Pentin, International Advertisement Director, Newsweek

In a creative communications agency, great ideas are always in danger of never seeing the light of day if they are not successfully sold. This is why the Creative Selling program, skillfully conducted by the matchless duo, Barry Graham and Sally Clare of Speaker's Corner, was so important for our creative and accounts people to experience.

Participants enjoyed exclusive and dedicated step by step training in how to structure the creative sell. The response was phenomenal from those lucky enough to participate. I also noticed that most of the participants were walking a few cms taller after the session.

Tanya Dernaika, Planning and Training Leader, Memac Ogilvy MENA

Barry and Sally were great – they gave clear, practical advice on how to craft stories and their feedback was honest.

Mindshare Worldwide – delegate

Working one-to-one with Barry was inspirational. As well as enhancing the speech I was working on, it transformed the way I'll approach public speaking in future.

Pat McCann, Global Director, TNS

For over 10 years Speakers Corner has been an integral and valuable part of PAC, providing insights and presentation skills to some 700 'students' from across all disciplines of the international marketing communications industry.

Angus Grieve, Executive Director, IAA UK

CONTACT

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S P E A K E R S ' C O R N E R

