



# Public Speaking and Gaining in Impact

## Target Audience

- All people having to communicate in front of a group

## Objectives

- Gain credibility and in image
- Increase the impact of one's communication
- Managing stage fright, stress
- Capturing the attention, listening
- Perform a vibrant performance
- Make effective use of one's voice, one's gestures, one's movements ...
- Mastering the techniques of presentation
- Using to one's advantage the support of communication media (slides, video, video projector, CD-Rom, software ...)
- Skillfully manage the exchange and questions with the audience



## Topics Covered

- **The reality of communication today**
- **The diagnosis of each participant**
- **The factors on the impact of an oral presentation**
- **Non-verbal communication :**
  - The voice (articulation, level, intonation)
  - The silences, gestures, movements, gaze
- **The verbal coating: the keys to listening**
- **The techniques of presentation:**
  - The preparation and construction of the presentation to achieve a vibrant presentation
  - The preparation of presentation materials to increase the memorization of the message
  - The use of space, movement, gestures
  - The management of a microphone
  - Factors for maintaining the attention span
- **Work on the management of the exchange and questions:**
  - Study of different situations, the trick question, the silly question, the negative discourse, how to use them to one's advantage
- **How to manage stress-related syndromes**



**CHETOCHINE**  
Consulting Group

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## Training Methodology

- 2 days with :
  - individualized approach
  - Numerous video simulations exercises