



This training will help develop techniques which will dramatically enhance the ability to influence an audience and ensure that they remember the message.

The training presentations will be recorded on video so that self evaluation and feedback from the trainer and the group can show improvement.

All training is tailored to the participants' needs. Emphasis on one or more subjects can be decided before each training session.

Who will benefit from this training?

The ability to speak in public is the most important skill for anyone who wishes to achieve success within an organisation.

Almost everyone is confronted with the need to stand up in front of a group and speak. The need to educate, explain, inspire, put across a concept or simply convince them and the course of action proposed is the correct one for the group.

Most people find the prospect of facing a group to be something of an ordeal and it makes no difference whether the audience is large or small, familiar or unknown. Public speaking is a skill which can be easily learned.

What is the content?

- Preparation - define the objective, analyse the audience, create a key message and structure the information
- Creative visual aids - create flip charts and PowerPoint visuals as an effective support to the message - use visuals confidently
- Voice and body language - attract the audience, respond effectively to questions, present conclusions and have the final word

How long will it take?

Depending on client needs, the training can be a half-day or one-day for groups of minimum 4 - maximum 8 participants or as a personal coaching session for individuals.

How many participants will there be?

To ensure each person gets individual feedback and advice the training is limited to a maximum of 8 participants. Each participant can have personal coaching after a group training.

What preparation should be do?

Each participant should bring with them an existing presentation which they feel needs improving. In addition, an idea for a new presentation which they can then prepare at the workshop.

Which language will be used?

The training is given in English.
Participant presentations can be in English, French or Dutch.

Who is the trainer?

Katie Challans, British, lives in Brussels. She has over 25 years experience training people to improve their communication skills and become more effective. She gives courses for her own training company, the European School of Administration (via GreenHouse Group, Corporate Learning Solutions and AIM), and is a senior trainer for Priority Management.

Holding a BA degree in graphic design, Katie is expert in creating visual aids and graphic materials for presentations. She also creates and produces magazines, corporate identities and publicity material for a wide range of multi-national companies.

