

PRESENTER BASICS

An intensive two-day presentation skills workshop helps business presenters engage and influence their internal and external audiences.

Designed for a maximum of 8 participants to allow for filming and one-on-one coaching.

“Very few experts can teach their craft as well as Michael Baldwin can teach how to write and deliver compelling presentations.”

—Meredith Kopit Levien
CEO, *The New York Times*

Meredith Kopit Levien used the same concepts in this program to prepare and deliver a presentation that earned her a position at *The New York Times*. That presentation led to many others...and now she is the CEO of *The New York Times*. What will this program inspire you to achieve?



**MICHAEL
BALDWIN**
BRANDING &
COMMUNICATION
COACHING

DAY 1 - Content

9 – 11AM PRESENTATION STRUCTURE AND MESSAGING

How to create an engaging and memorable message: Telling your story with a powerful opening:

- Increasing attention and retention
- Developing a Crystal Clear Objective
- Openings that leverage stories to make your main message memorable
- Developing a logic flow to enhance impact and influence
- Creating a call-to-action that links your message with your action step

11AM – 12PM INDIVIDUAL PRESENTATIONS WITH FILMING AND FEEDBACK

- Final presentations will be given with focus on content
- Each presenter will be filmed
- Feedback will be given on key strengths and areas to improve

1 – 5PM ONE-ON-ONE COACHING, 4 PARTICIPANTS, W/VIDEO REVIEW

DAY 2 - Delivery

9 – 11AM CREATING MEMORABLE SLIDES AND DELIVERING WITH CONFIDENCE

Slide creation - the power of unexpected images:

- Breaking down key points to understand the role images can play
- Techniques for searching for images
- Matching unexpected images with key points to enhance meaning

Delivery Style - coming across as confident and authoritative:

- Stance - standing solid in what you are saying
- Gestures - confident speakers take up space
- Eye Contact - establishing credibility, focus and connecting with your audience

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