Communication Skills and Public Speaking Workshop
Becoming a Confident and Persuasive Presenter

Next editions:
Nov 25-27, 2013
May 26-28, 2014

IE Business School campus, Madrid, Spain

www.ie.edu/internationalprograms
“Our programs allow executives to renew their competitive edge, commitment, entrepreneurial spirit, global vision and their motivation – and later on, our business forums and Centers of Excellence offer platforms for a continuous learning.”

Santiago Iníguez. Dean of IE Business School

Fully recognized by the three principal international accrediting bodies in the field of business education.

Challenge yourself, go beyond your ideas...

At IE Business School, we view Executive Education as a way for managers, directors and company leaders to update their skills, acquire the latest trends and practices, and network with experts from across the globe.

IE Business School is consistently ranked among the top business schools worldwide by international financial and economic media groups:

**WORLDWIDE:**
- The Wall Street Journal: MBA Programs (July 2012)
- The Economist: Online International Executive MBA (Feb. 2010)
- Financial Times: Executive MBA (Nov. 2011)
- Bloomberg Businessweek: Customized Executive Education (Nov. 2011)
- The Aspen Institute: “Beyond Grey Pinstripes” Sustainability & Ethics Ranking (Sept. 2011)

**WORLDWIDE:**
- Executive Education (Oct. 2011)
- Non US-Business School (Nov. 2010)
- Master in Management (Sept. 2012)
Creating Global Leaders Worldwide

IE Business School’s Executive Education Division is renowned for executive development programs that provide strategic insight and deliver global perspectives. Our Executive Development Programs are consistently ranked among the top 12 in the world (Financial Time’s Ranking, May 2012).

Who is this program designed for:
The workshop has been designed to improve the public speaking capabilities and skills of professionals who frequently present to all kinds of audiences, and/or who want to fast track and advance their careers by attaining favorable exposure within their organizations. Potential candidates include those in positions which require regular contact to clients, suppliers, internal teams, stockholders, the media, or industry associations, to just name a few. The program is oriented towards a multidisciplinary, cross-industry and international audience.

The program is particularly targeted at, but not limited to:

- CEOs.
- Managing Directors.
- Sales and Marketing Directors.
- Senior and General Managers.
- Divisional and Functional Managers.
- Project Managers.
- Human Resource Department Heads.
- Coaches and Trainers.

Participant Profile

![Age Distribution](chart)

- More than 55: 15%
- 45 to 55: 34%
- 35 to 45: 31%
- Less than 35: 20%

![Company Size Distribution](chart)

- Multinational or large: 52%
- Medium: 31%
- Small: 34%

![Countries of Origin Distribution](chart)

- Spain: 18%
- South America: 15%
- Rest of the World: 20%
- Western Europe: 22%
- Eastern Europe: 31%
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Program Overview.

“That government of the people, by the people, for the people…”; “I have a dream…”; “Ask not what your country can do for you…”

All excerpts from monumental speeches that have moved people to action. Yet how many discourses have you attended recently that have influenced you in a professional or personal way, whether it was the presentation of a marketing plan, a sales pitch, an IPO road show, your company’s annual convention, or a stockholders meeting?

What you say, how you say it, and how you make it relevant to the audience at hand, can turn an idea into a power horse. Yet many great ideas are discarded daily because their creators have been unable to sell them in a dynamic and convincing way. It is clear, presentation skills rank among the most practical for executives today: nothing will give you a more immediate competitive edge than the ability to communicate in a fluent, confident and persuasive manner.

The international executive Communications Skills and Public Speaking Workshop offers a comprehensive view of all aspects involved in delivering effective presentations. The program covers content, communication, stress control, use of audiovisual aids, and handling tough questions.
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Program Objectives.
This highly interactive and experiential program is designed to equip you with all the necessary skills and methods to always succeed in delivering compelling presentations. You will learn first-hand, under the camera and by watching yourself and your instructors act. Nothing changes your performance faster than seeing yourself live, with the guidance of a professional public speaking coach. You will also benefit from seeing peers present, and will learn from other speakers’ performances. You will never again go unprepared to a presentation.

Throughout this program you will develop a sound understanding of how to:

• Structure your message with a flow which is logical and easy to follow.
• Pinpoint and precisely transmit your message.
• Make your presentation interesting.
• Illustrate dull facts with stories.
• Develop a compelling voice.
• Manage your gestures to illustrate your point.
• Dominate nervousness and channel it to your advantage.
• Control the Q&A session and answer difficult questions.
• Use audiovisual aids to highlight your message.

PROGRAM LOCATION
Madrid, Spain

PROGRAM FEE
€ 3,800
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Program Content.
IE Business School’s Communication Skills and Public Speaking Workshop is taught by Professors Lola Martínez and Javier Bernad who address all areas involved in delivering successful presentations, including:

Effective body language: how to use your voice and body to command attention and transmit power
Leaders today use communication to maximum effect. Learn how to stand up, be heard, and master the art of reaching and influencing others. Through practical exercises, you will learn how to use your body and voice to powerfully convey and illustrate your message. By achieving a higher awareness of your verbal and nonverbal communication, the impact of your message will be greater.

Storytelling
You are shaped to learn through stories. Your audience is too. Through the art of storytelling you will develop into a powerful presenter, applying the benefits of strategic communication, and choosing and crafting stories that deliver a strong and effective message.

Controlling nervousness
The shakes and those butterflies in your stomach make you perform at a fraction of your possibilities. Dominating stress is the key to a compelling performance.

Sticky situations
When presenting, we often come across situations that can derail our speech. Learn how to manage even the most difficult situations, including challenging conversations.

Structuring your message
You can unload a power point full of data on our audience, or you can drive your message home by using a structure that is clear and easy to understand and follow.

Do not join the Anti-PowerPoint Alliance
Slideware is a great invention, though poorly used in the majority of cases. Use PowerPoint as a visual aid, not as a never-to-be-read hand-out which you project on the screen.

Handling the Media and Media Training
Acquire the insights and strategies necessary to manage your image and enhance your reputation and that of your organization.

Answering difficult questions with ease
Some very good presenters lose it during the Q&A session. Learn how to answer any type of question under the guidance of seasoned practitioners.

Throughout this interactive and experiential program you will participate in group and individual exercises, which you will later analyze together with a professional coach who will highlight your strengths and key improvement areas. Your take-away is a clear understanding of your communications abilities and of how to improve them.
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Faculty.

Lola Martínez. CNN Television Presenter and Communication Skills/ Media Training Consultant

- Professor of Strategic Communication, IE Business School, Spain.
- MA in English Literature, University of Barcelona, Spain.
- MA in Theatre and Speech, University of South Carolina, USA.
- CNN Anchor and Reporter.
- Communication and Media Training Consultant and Coach.
- Actress and Director of films and theatre worldwide.
- Voice Over Professional and Coach.

Javier Bernad, Public Speaking Coach and Communications Consultant

- Professor of Communications, IE Business School, Spain.
- Professor of Marketing and Advertising, Universidad Europea de Madrid, Spain.
- Licensed Public Speaking Coach by Successworks, USA.
- Professional Practice: Public Speaking Skills, Speak & Span, Spain.
- Ex CEO of MediaCom, a world leading advertising media planning agency, Spain.
- BA in Law. BA in Business Administration. ICADE, Spain.
LEARNING MODEL

This international skills development program has been designed to push participants beyond simply acquiring new knowledge and skills. It has been built around interactive discussions, case studies and teamwork, all of which are intended to expose executives to the frameworks and tools they will need to succeed in an international and competitive business environment.

This program also attracts a highly diverse and qualified audience that spans a wide range of business titles and functions. The resulting input of backgrounds and cultures allows executives to learn from different perspectives and techniques, building upon the experience and expertise of one another.

In order to continue networking and sharing with fellow participants after their experience in Madrid and at IE, we will launch a virtual online campus which will allow executives to reconnect, recharge and recommit to their strategic and personal development plan.
WHY IE BUSINESS SCHOOL

IE Business School is a leading international business school oriented at providing top-level training for executives. The recognised prestige of our teaching faculty, the degree of excellence of our academic programmes and a clear international focus are the keys behind a learning model that has ranked IE Business School’s Executive Education Division among the top business schools in the world.

The Executive Education programmes offered by IE Business School aim to develop the vision, skills and management capabilities required to meet the many and varied challenges facing business organisations, both today and in the future.

Our school’s training model promotes personal, intellectual and professional development and does so in a global framework to expand and deepen international perspectives among participants. The programmes we run are open and/or tailored to meet company or individual needs and provide a targeted and thorough foundation that will translate into a direct impact on business and individual performance.

In recognition with the high quality and academic rigor of our programmes, IE Business School is accredited by EQUIS (European Quality Improvement Systems), AACBS International (The Association to Advance Collegiate Schools of Business) and AMBA (Association of MBAs).

We invite you to join our community and benefit from a unique learning experience in an environment that nurtures top-level talent both professionally and personally.
INTERNATIONAL EXECUTIVE PROGRAMS

Agreements are available for both an individual and a group of executives from the same firm who wish to combine two or more programs from any track.

SKILLS DEVELOPMENT TRACK

• Innovative Leadership: Winning skills for you and your team, Nov 4-6, 2013; Apr 7-9, 2014
• Executive Negotiation Workshop: From experienced to expert negotiator, Oct 14-17, 2013; May 5-8, 2014
• Change Management Workshop: Changing minds and minding change, Dec 2-4, 2013; June 4-6, 2014
• Global Leadership for Women: Empowering your effectiveness as a leader, Jun 11-13, 2014

MARKETING & SALES TRACK

• The Strategy and Tactics of Pricing: A guide to growing more profitably, Apr 7-9, 2014
• Building a Customer-Centric Organization: Outperforming your competition in profitability, Jun 11-13, 2014

FINANCIAL MANAGEMENT TRACK

• Corporate Finance: Connecting financial activity to strategic goals, Oct 14-16, 2013; May 19-21, 2014
• High Yield Bonds: Learn first-hand from the experts, Jun 4-5, 2014
• Cross-Border Mergers & Acquisitions: Getting them right, Nov 11-13, 2013; Jun 18-20, 2014
• Venture Capital: Investing and fund-raising in high-growth companies, Nov 11-13, 2013; May 19-21, 2014
• Islamic Finance: Investing tools for the banking future, Jan 26-29, 2014 / Jeddah, Saudi Arabia

OPERATIONS MANAGEMENT TRACK

• Global Supply Chain Management: Building a competitive procurement and negotiation platform, Mar 24-26, 2014

SPECIALIZED MANAGEMENT PROGRAMS

• Effective Management for Security Professionals: Establishing the security role as an enabler for business success, June 3-6, 2014
• Management Fundamentals for Scientists and Researchers: Solid business grounding to move from bench to market, October to May annually / Blended
• China: An Inside View: Accelerate your business success, 4 days in May 2014 / Beijing, China
PROGRAM DATES AND FEE
Communication Skills and Public Speaking Workshop.
Fee: € 3.800

Special concessions are available for IE Alumni, groups of executives attending from the same organization, executives registering for more than one program, and early-bird inscriptions.

The program fee of 3.800 € covers tuition, course materials, all coffee breaks and lunches celebrated during the program.

Fees do not include accommodation. If you wish, we would be happy to make a reservation for you at one of the hotels within walking distance of our premises and with which we have special agreements.

Payment is due within 30 days of the invoice date or upon receipt of the invoice if admission is within 30 days prior to the start of the program. Cancellation policies are outlined in the information provided to applicants upon admission.

REGISTRATION PROCESS
Candidates may register online at: www.ie.edu/internationalprograms or by email to Karen.Hobbs@ie.edu

FOR FURTHER INFORMATION, please contact:

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