

AAR Agency Seminar Programme

Making the right impact

Presenter: Arabella Macpherson, Resonate Communications Coaching

Wednesday 17th June 2015 - 2 Sessions:

9.30am to 12.30pm (registration 9.15am)

2.00pm to 5.00pm (registration 1.45pm)

There's nothing more disappointing than seeing a poor idea well presented win over a great idea poorly presented...

You are under pressure to understand the brief, come up with innovative ideas that fit that brief and then persuade your superiors of the value of those ideas. Outstanding communication skills become vital at this point to engage, persuade and make an impact. What impact do you have? How could you make more of an impact? And how could you consistently impact those above you?

Seminar overview

You will learn how to become a consistently confident, impressive and impactful communicator. You will work on three main areas:

- Structure – Engage, influence and persuade with the right structures.
- Skills – Connect emotionally and move your audience from feeling skeptical to feeling inspired.
- State – Understand how to prepare yourself mentally, so that you connect with others successfully.

Benefits

- You will hear firsthand what is really important to clients... and put yourselves in their shoes
- You will gain some practical ideas that you can put into practice on your next new business opportunity
- You will be able to ask those specific questions that have been bugging you about new business... and hopefully get an answer!

Who should attend?

Those up and coming in your agency who are in roles where they need to persuade others to accept their ideas and who would like a proven process to do it.

About the presenter



We are very excited to be working with **Arabella Macpherson** who coaches executives to develop their presentation, communication and influencing skills. Her desire to inspire emerging leaders has lead her to also coach those entering the media and marketing industries. Last year, she trained and mentored the Young Marketing Lions of Australia and she regularly delivers seminars for NGEN (Next Generation) – those in media for 5 years or less. Her goal has been to help these future leaders become the most natural, inspirational and impressive communicators possible. We met her in Cannes last year and we think you are going to really enjoy her unique approach.

Equipped with a degree in performance and 10 years of international training in acting, opera singing and psychology, Arabella has also coached individuals and groups from companies such as AMEX, News Corp and Deloitte.



The Experts in
 Client:Agency
 Relationships

This seminar will be held at: IPA, 44 Belgrave Square, London SW1X 8QS