
AAR Agency seminar programme

Become a more persuasive communicator

Presenter: Arabella Macpherson from Resonate Communications Coaching

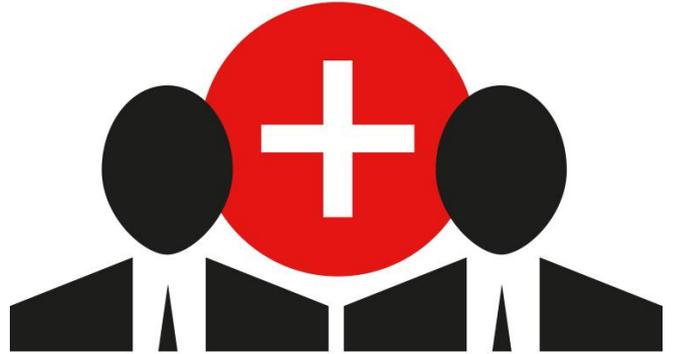
Wednesday 15th June 2016

2 Sessions:

9.30am to 12.30pm (registration 9.15am)

2.00pm to 5.00pm (registration 1.45pm)

When you present...Do you feel nervous that you will say the wrong thing? Do you feel anxious that the audience won't like you? Do you feel afraid that they won't accept your ideas? This is normal...for everyone. When you have the right structures, delivery skills and state of mind you stop worrying and start influencing.



Seminar overview

In this 3 hour interactive workshop, find out:

- **How people make decisions**
- **How to influence those decisions through pitches**
- **How to do so whilst feeling consistently confident**

When you learn how to present and pitch persuasively, not only do you feel better and get better results, but you also create more opportunities for yourself.

Benefits

- **Create a process to prepare for presentations and pitches**
- **Learn how to gather the most relevant information for your audience**
- **Understand how to structure that information in a persuasive way**
- **Develop dynamic and flexible delivery skills to engage the audience**
- **Adopt the Q&A skills to craft precise and professional responses to audience questions**
- **Train your brain to be conscious, calm and certain with mindfulness techniques**

Who should attend?

Are you presenting or pitching to colleagues and clients regularly? Do you find some go well and others don't? Would you like to present and pitch consistently well? Do you want to be successful in your career, and develop the ability to present your ideas in a clear, confident and compelling way? Then this workshop is for you.

About the presenter



Arabella Macpherson is a communication skills specialist and Young Lions mentor, who will give you the same skills she gives individuals and groups from eBay, News Corp, AMEX, Deloitte, and those in media and advertising across the globe. Arabella's skill-based coaching style ensures her clients have the right formats, processes and techniques to prepare them for any interaction they face. Whether Arabella's clients are pitching a new idea, presenting to the board, delivering a keynote or leading a meeting, they learn to deepen crucial relationships through structured, specific and authentic communication. Nine years as a corporate communications coach, a Degree in Performance and over 15 years of international performance training makes Arabella wonderfully qualified to be your coach for this seminar.



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