

AAR Agency seminar programme

Engaging presentations. Be received, be reacted to and be remembered

Presenter: Tessa Morton

Wednesday 25th January 2017

2 Sessions:

9.30am to 12.30pm (registration 9.15am)

1.30pm to 4.30pm (registration 1.15pm)

Now, more than ever before, being able to have an advantage in business is premium. Your power as a communicator is an asset that needs to be maximised. This seminar will allow you to explore your potential as a communicator, whether it be in front of an audience of 4 or 400. Success does not happen by chance. Great communicators work at it, like great actors, and you can learn some key tips that will really make a difference.



Seminar overview

- Discover the 3 essential R's; the holy grail of presenting dynamically
- Learn how to maximise your voice and your body language
- Challenge yourself to emotionally connect with an audience
- Explore the use of 'slideography', crafty crafting and 'popping out'
- Get excited and use your nervous energy to 'peacock' instead of 'squirrel' (all will be explained)
- Be prepared to get present and get noticed

Benefits

This session will make you curious and confident as to your potential as a communicator. You will try out exercises that you can apply to your presentations and you will notice an immediate difference.

Who should attend?

- Those involved in new business presentations
- Presenters who want to take some risks
- Novice presenters who want to become more comfortable



About the presenter

Tessa Morton has been running workshops and coaching programmes for agencies for over 20 years. Her background is as a trained actress, TV presenter and drama teacher. Whilst working professionally in theatre, her introduction to the commercial world was an invitation to coach a pitch team in the art of managing nerves. Since then, Tessa has developed a business that works internationally with companies supporting their confident, and not so confident speakers to take control and create impact when presenting, whatever the circumstances. Her style is challenging, yet supportive, and her aim is to get people away from a prescribed formula for presenting and more connected with their audience.



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