

A portrait of a woman with long, light brown hair, wearing black-rimmed glasses and a bright red top. She is looking directly at the camera with a slight smile. The background is a blurred indoor setting.

# Presenting With Impact

Communication Strategies | Public Speaking

## **Benefits of Attending:**

This advanced two days course will build your current skills in the techniques of making an influential, convincing and successful presentation.

## **In this course, you will discover:**

- › Learn guiding principles of making effective presentations
- › Build confidence in your presentation abilities
- › Cultivate your personal leadership and communication style
- › Learn strategies on handling hostile audiences

# What Will You Learn

Delivering a presentation can cause even the most confident among us to break a sweat. Whether you are delivering a formal presentation, making a pitch, or leading a group discussion, communicating your message with poise, confidence, and conviction is essential in connecting with your audience and inspiring them by building trust and credibility.

Through oral presentations and small group activities, you will put proven techniques and tools into practice, test out new approaches, and learn to communicate clearly and confidently. Discover the powerful impact of storytelling and practical persuasion skills to authentically illustrate your message. Learn how to effectively organize materials to blend analytical and emotional content into a compelling story, and incorporate dynamic introductions and memorable endings into your presentations. You'll leave the program with the skills needed to engage, inform, and inspire others—and improve your ability to communicate as a leader.

# Topics Covered

Learn effective delivery skills involving presence, vocal variety, body language, narratives and humor, and handling nerves

Crafting clear and concise messages

Understand and connect with your audience

Effective handling of Q&A sessions

Understand persuasion strategies to gain buy-in and influence your audience

Explore strategies for online communications, webinars, podcasts, Zoom platforms, etc.

## Saana Azzam

*Award-winning Economist*  
*An Inspirational businesswoman*  
*Forbes Contributor*  
*Business influencer*

Saana Azzam the founder MENA Speakers is also known as a "Chief Inspirational Officer" for businesses globally, Saana Azzam is an international award-winning economist, Forbes contributor, and CEO of The Middle East leading speaker's bureau, MENA Speakers.

In addition to providing keynotes to conferences and events around the world, Azzam has become the region's number one expert on public speaking. Her success is grounded in helping businesses in The Middle East select the right speakers for their events from talent in the region and around the world. MENA Speakers' clients trust the company's recommendations because of her insightful analysis from her training as an economist and strategic thinker; who works closely with event planners to assist them in understanding the cost-benefit analysis tied to selecting a speaker for any event.



Today, Azzam is a fellow at The Vital Voices GROW, a leading business program whose founder leaders are Hilary Clinton and Madeleine Albright. Recently, she was named one of the top 10 most influential leaders of 2020 by Insights Success.

Recently, MENA Speakers launched a new tech platform, Experts Market, a marketplace for speakers to be booked for events, sell their books, online courses, advisory and market themselves more effectively. Azzam's goal is to position Experts Market as a leading speakers' destination and the ultimate ecommerce shop for speakers. Experts Market will partner with other speakers' bureaus to modernize the industry; allowing these prestigious agencies to diversify their revenues and better serve their speaking clientele and organizations.



## Practicum

The fundamentals of public speaking performance and rhetorical construction, which can be utilized in various environments, such as job interviews, meetings, presentations, or formal speeches. We teach students how to:

- Construct a clear thesis;
- Layer various arguments logically;
- Craft a compelling story/narrative and perform the story dramatically;
- Provide evidence for arguments and anticipate counterarguments;
- Source outside evidence;
- Anticipate audience's needs and responses;
- Maintain awareness of one's body language, eyeline, posture, and gestures;
- Support one's breathing and voice, and focus on vocal clarity;
- Balance various ethos, logos, and pathos appeals.

## Philosophy

While the teaching of classical rhetoric in academia has waned over the decades, the desires to clearly articulate one's point of view and structure a persuasive argument remain necessary in interpersonal relationships, in the workplace, and in maintaining a healthy democracy. We believe that constructing a compelling speech requires creating an argument with a logical flow and consistency, meeting the audience on their terms, and generously presenting an honest self to the audience. Effective speaking, as with most performance, involves a myriad of skills, be they vocal, physical, logical, or emotional. This program provides a step-by-step approach to incorporate these skills.

The class is a practicum, and as such, much of the learning is from doing and observing one another. Every student receives personalized feedback from instructors and peers on all aspects of their work—from speech construction to performance. In all, the audience helps shape the performer as the performer shapes the audience.

## The Path To Progress

In studies of the most common fears, the fear of public speaking usually polls relatively high—though sometimes it is tied with the public's fear of snakes. While we cannot help one's fear of serpents, this class demystifies the process of speaking to an audience. We put aside some of the popular advice on tackling one's speaking anxieties, such as "imagine the audience naked." While that advice is strange and strangely commonly prescribed, we encourage students not to imagine the audience as vulnerable (or "naked") but rather as co-participants in this process of relaying information. We encourage the speaker to explore their vulnerability and, in turn, trust in the strength of the audience.

The path may not seem completely straight on its face, but, in fact, the class is constantly building each student's interpersonal and performative skills, while exploring the various external forces and histories that affect how we communicate. Throughout the semester, students are encouraged to improvise, flex their creativity, tell compelling stories, and present structured speeches, while looking at the history of rhetoric and examining how race, gender, politics, and one's own culture shapes their communication.

Each participant enters with their own set of goals as a speaker, and we endeavor to help the student achieve them. Inevitably, students also discover skills they already had and new benchmarks to reach throughout the semester. Through various speeches and consistent feedback from peers and instructors, plus self-evaluation, students can practice, adjust, and invariably grow from the process.

A successful student takes risks, makes mistakes, and tries again. They reach out to the team, peers, or peer tutors to practice and adjust. The team is here to facilitate that process and to prove that you can imagine the audience fully attired while still being a compelling, confident speaker.

# Presenting With Impact

Communication Strategies | Public Speaking

You have the charisma to own the stage. It was a career improving session for me.

*Mohamed Zeeshan Ali, Manager at Toshiba*



Her sense of humor and timely light-heartedness kept us all intrigued and alert for everything she threw at us. The whole room felt a tangible enhancement in our skills at the end of the workshop versus how we started.

*Rawan Gebran, Director Udacity*



*I believe that Great things happen if we don't just hear things but collectively lean in and actively start listening*

*-Saana Azzam*

## Pricing

Exclusive of VAT of 5%

# \$5500

**Website:** [www.saanazzam.com](http://www.saanazzam.com)

**Register:** [saana@mena-speakers.com](mailto:saana@mena-speakers.com)

**Call:** +971 55 983 2756