

Curriculum '08



*Live the dream of becoming a **PROFESSIONAL SPEAKER** with ICAN!*

All seminars are taught at the University of East London Docklands campus (unless otherwise stated)
and run from 10.00am-5.00pm

Six days of high impact training over three months

Professional Speaking	Module 1 The speaking business	Module 2 Making your presentation	Module 3 How to get an audience
Content	<ul style="list-style-type: none"> • The essential qualifications for speakers • Speaking opportunities • An overview of the speaking business • Speaking styles: Seminar, motivation, speech, presentation, training • Characteristics of good speakers • Seven habits of highly effective speakers • How and when to use speaking tools: Visual, audio, handouts • Profiles of Great speakers: • 4 ways that speakers make money – fees, BOR, public events, Internet sales 	<ul style="list-style-type: none"> • Success – goals, objective, main aims • Substance – information, facts, stats, • Sequence – developing your outline • Style – determining an appropriate style for your presentation • Seasoning – Quotes, anecdotes, humour, visual aids • Speech – tone, inflection, texture, voice skills • Space – interaction, participation • Self-confidence – confidence building, relaxation techniques and dealing with intra-psychic interference 	<ul style="list-style-type: none"> • Finding your niche • Advertise through education • How to create your speaking agenda • How to develop your speaking agreement • How to get an audience • The secrets of education based marketing • How to develop your products • Back of room sales • How to develop your sales funnel • Using the internet
Dates	September 26 - 27	October 31 – November 1	November 28 - 29

Our courses deliver the training and tools necessary to develop, launch and grow your own information enterprise as well as the skills necessary to deliver quality services to your customers and clients. Each course comes complete with full training, template letters, forms and agreements as well as expert coaching and support. **08708405640**

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