



WIG

The Whitehall & Industry Group
connecting the sectors



Tell it like Ted

Engaging your audience with stories, humour and eloquence

Date [This seminar runs regularly please check the website for details](#)
Venue Central London

We all know a great presentation or a great communicator when we see one. A great talk is enthralling, inspiring and often motivating. Thanks to the speakers at TED there is an 'encyclopaedia like' resource for all of us to learn from. Consider the structure, the delivery skills, as well as each speaker's individual style. Not only does TED contain great ideas worth spreading it also demonstrates great communication skills well worth learning from.

Tell it like Ted explores these techniques; techniques used not by politicians or entertainers but by respected professionals who have something they want to share. Countless studies have shown that these speakers:

- Grab and hold attention, often spurring their audience into action
- Deliver engaging and memorable messages that stay with the audience
- Create a palpable sense of community within the group they are addressing

The seminar will focus on:

This seminar will explore the elements that make a talk and a communicator more memorable, engaging and humorous.

Objectives

- Build trust and empathy with an audience
- Make your talks more captivating
- Engage others with your own and the organisations story
- Use humour appropriately to make your message memorable
- Feel more confident communicating with groups
- Discover techniques that will increase the effectiveness of your message
- Practice new skills and develop your own style

Facilitator Profile

Cmt are our facilitators for this course. David Willis and his team pride themselves on providing programmes that are not just for the training room but also vital in real work situations. We combine the following elements:

- Building greater behavioural flexibility
- Understanding and empathising with others
- Developing the appropriate skills and techniques

David Willis is a partner with Cmt. He trained as an actor and is a professional voice coach and body language expert. He has taught in many of London's leading drama schools as well as in Europe the United States and South East Asia. David is an accredited NLP Master Practitioner, an NLP Coach, he is a qualified Master in Group Dynamics and is a Cardiac Coherence Trainer. David won a top speaker award by Vistage, an International Chief Executives' organisation, for being inspiring and motivational. He is also one of the few people in the UK licenced to evaluate Benziger profiles. David or one of his team will deliver this seminar.

Venue and timing	The seminar will be in central London and will run from 09.30 to 16.30
Member Fee	£450 + VAT per delegate. Alumni rate: £338 + VAT. Non- member fee: £560 + VAT. Voluntary sector rate: £338 + VAT. The rates include refreshments, and lunch.
How do I apply?	If you would like to apply please complete our online application form at www.wig.co.uk If you have any further queries please email seminars@wig.co.uk with all your contact details for the attention of Anne Kearns
When can I expect to hear?	We will contact you to confirm whether you have a place. Joining instructions will be sent out by email within two weeks of the seminar date. An invoice will be issued once your booking is confirmed.
How are applications evaluated?	We aim to achieve a good mix of organisations and sectors to enrich the learning experience, offer a range of perspectives and maximise networking. Whilst we will give priority to those who apply early, we cannot operate on a strictly first-come, first-served basis.
Cancellation policy	No refund is payable if you cancel within 21 days of the seminar, although we will accept a replacement delegate if you are unable to attend.