PUBLIC SPEAKING BOOTCAMP

Develop your communication skills to become a more confident and persuasive presenter

2-Day International Executive Program
November 14 & 15, 2016
Madrid, Spain
PUBLIC SPEAKING BOOTCAMP

Develop your communication skills to become a more confident and persuasive presenter

LOCATION: IE Business School Campus in Madrid, Spain

DURATION: November 14 & 15. 2 days, 9am to 6pm

INVESTMENT: 2,800 €

PROGRAM OVERVIEW

Excellent communication skills no doubt rank among the most important talents for executives. Poor communication abilities can be responsible for many great visions, ideas and initiatives not coming to fruition, and for the demise of organizations failing to address the media properly on a difficult issue. The ability to inspire, persuade, influence, and answer questions in tough situations is a vital and powerful tool, especially in today’s complex and increasingly connected world.

The Public Speaking Bootcamp enables participants to become more effective communicators as they actively work on their presentation capabilities through the advice and guidance of top coaches. Along the way, they delve into important aspects such as content structuring, the proper use of visual aids, media training, and communication trends. More importantly, the participants perform recorded presentation exercises, allowing them to receive individual feedback and see and monitor their progress.
PROGRAM OBJECTIVES

Participants will be able to:

• Zone in on their communication strengths and weaknesses, and learn and unlearn presentation habits that aid or get in the way of effective communications
• Use presentation tools correctly: vocal tone, body language and powerpoints, among others
• Manage stage fright and difficult media situations
• Get up to speed on today’s communication trends
• Harness their communication skills with the help of high-caliber professors and their fellow participants through recordings, role plays, and coaching

PARTICIPANT PROFILE

The workshop is designed to improve the public speaking capabilities of professionals who frequently present to all kinds of audiences, and/or who want to advance their careers by communicating well within and for their organizations. It is oriented toward a multidisciplinary, cross-industry and international audience, making the discussions and presentation workshop feedback richer and more dynamic.
PROGRAM CONTENT

**DAY 1**

- Introduction
- Individual Presentations: recording and preliminary assessment of the participants’ communication skills
- Verbal and body language: how to use voice and gestures to more effectively convey messages
- Storytelling: a form of communicating that captures and holds attention
- Dominating stage fright: managing presentation stress and nervousness and channeling it to one’s advantage
- The right way to use powerpoints

**DAY 2**

- Message structure: placing order and flow for communications that are clear and easy to follow
- Handling the Media and Media Training: managing tough questions. Role Play
- Live presentations: recording and individual feedback from coaches and fellow participants
- Awarding of certificates and closing
FACULTY

LOLA MARTÍNEZ
Academic Director

• Television Anchor and Host for CNN International
• Anchor for The Weather Channel Latin America’s “Comentarios,” a live question and answer weather program
• Communication and Media Training Consultant and Coach to both public officials and private sector executives
• Actress and Director of films and theatre worldwide
• Voiceover Professional and Coach
• MA in English Literature, University of Barcelona, Spain; MA in Theatre and Speech, University of South Carolina, USA

JAVIER BERNAD

• Founder and CEO of Speak & Span, a public speaking training center
• Certified trainer in Public Speaking by Successworks; member of Toastmasters International
• Former Managing Director of MediaCom and Mediaedge:CIA
• Former Director at Initiative and Compañía Canariense de Tabacos
• Former Manager at British American Tobacco and Procter & Gamble
• Bachelor of Law and Bachelor of Business Administration, ICADE
You may register online by going to our website: www.ie.edu/internationalprograms, proceeding to the program’s webpage, and clicking on the “Register now” button on the right-hand side.

Once your registration is received, you will be contacted by IE staff to confirm your enrollment.

The program fee is 2,800 €, which covers tuition, course materials, and all coffee breaks and lunches for the two days of the program.

Concessions are available for IE alumni, groups of executives attending from the same organization, participants registering for more than one program, early-bird inscriptions, and other cases.

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WHY IE  BUSINESS SCHOOL

Ranked No. 1 in Europe, IE Business School is dedicated to educating business leaders through programs based on its core values of:

- **Entrepreneurial spirit:** Founded in 1973 by entrepreneurs for entrepreneurs, IE places the entrepreneurial and innovative mindset at the heart of its programs, and is home to many startup initiatives such as the Venture Lab, the Spain Startup & Investor Summit, and Wayra.

- **Diversity and global focus:** With about 100 nationalities making up its student body, IE provides business education with a global perspective. It supports talent from all over the world from admission to graduation and beyond, and through its Diversity and Equality Commission and its Center for Diversity.

- **Humanities and social responsibility:** As Secretariat of the United Nations Global Compact in Spain, IE places positive social impact at the forefront with its Corporate Social Responsibility programs and expert faculty in areas of social entrepreneurship and microfinance, among others. It is also the proud birthplace of organizations such as Net Impact and Emzingo Group.

IE Executive Education programs equip managers, entrepreneurs, and leaders with the latest tools, best practices, and skills through interactive and practical sessions. Our programs are designed to enable executives to excel amidst the many and varied challenges they face both today and in the future.

www.ie.edu/internationalprograms

IE Business School is certified by the three most important academic accrediting bodies in the world, guaranteeing high quality and academic rigor in all of its programs.

5th Europe: Business School (December 2015)

1st Worldwide: Online MBA programs (March 2016)

3rd Worldwide: Business School in Finance (June 2016)

1st Worldwide: Online International Executive MBA (May 2015)

5th Worldwide: Business School - MBA (October 2015)

4th Worldwide: Executive Education (November 2015)

4th Worldwide: MBA’s Programs (October 2015)

3rd Worldwide: Sustainability & Ethics Ranking (September 2011)
PROGRAM PORTFOLIO
(List is subject to change)

SKILLS DEVELOPMENT

- High Impact Leadership Program
- Design Thinking Workshop
- From CEO to Maestro
- Executive Leadership Program (with Nordic Executive Academy)
- Executive Summer School

FINANCE

- Strategic Corporate Finance
- Venture Capital
- Unconventional Edges in Finance
- Private Equity
- Corporate Risk Management

SPECIALIZED MANAGEMENT

- Accelerate: Building Business from Science and Technology
- Effective management for Security Professionals (ASIS)
- Digital Innovation in the Travel Industry

TECHNOLOGY, ANALYTICS & INNOVATION

- From Big Data to New Opportunities

CONTACTS

Visit our website where you can also download the program brochures: www.ie.edu/internationalprograms
Or contact:

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