

Dynamic Presentations: Present Like Steve Jobs™ by JOE AUGUSTIN

Regarded by many as one of the best presenters who ever lived, Steve Jobs was a master of the stage. His keynote addresses energized audiences and were so effective, Apple hardly had to spend any money on advertising, relying more on the favourable press it received due in no small part to the magic Jobs performed at the launches of key products and services.

By combining his analysis of Jobs' many presentations, his personal experience of more than 25 years of stage experience and the story telling techniques Hollywood uses – Joe Augustin wants to help you make your next presentation INSANELY great.

1 Full-day – 10.30am to 6pm

Workshop Outline:

- **Make a Great Entrance** - Avoid losing your audience even before you start speaking. Learn how to NON-VERBALLY communicate to the audience that you have something important to say.
- **When does a presentation ACTUALLY start?** - Here's a clue. It's probably NOT when you think it DOES. Understand more about how to prime your audience so that they are READY to listen to you.
- **Set up your KEY points so they stick!** - When a volleyball team prepares to smash the ball, they have to set up the ball for the spike. Your presentation points should also be set up for maximum impact.
- **Make numbers meaningful** - Figures can be the most boring aspect of any presentation. Learn how Jobs addressed the challenge of presenting sales figures in an exciting way.
- **Win and hold Your Audience's Attention** - Apple keynotes were sometimes as long as 3 hours. How did Jobs manage to keep the audience's attention for such a long time?
- **Why the mock neck and jeans mattered?** - Steve ALWAYS presented in these. What lessons can we learn from how Jobs dressed when he was on stage? And no, it isn't that you should wear jeans.
- **How to rehearse EFFECTIVELY?** - Practice makes perfect. But are you helping yourself or SABOTAGING your presentations with your method of rehearsing.
- **How to (and not) use technology** - Are you really using the best tools to create memorable presentations? And also how to avoid the technical pitfalls ALL presenters are likely to face at some point.

Art of Voice™ Company Pte Ltd

Headquarters & Workshop Studio: 8 Purvis Street, #02-01/02 (188587) Tel: 6883 2331

Contact: **Brenda Ng, Marketing Executive, Mobile: 9638 5883 brenda@artofvoice.com**

**Jessica Seet, Founder & CEO/Voice & Speech Coach, Mobile: 9337 5268 jessica@artofvoice.com
www.artofvoice.com**

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