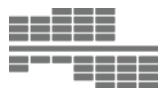


Speaking with Confidence

Presentations and Pitches That Actually Work



Pragmatic Marketing

Jon Torrens

Communication Coach, Jon Torrens



about us



Experts in technology product management and product marketing

Specialize in training

Trained hundreds of thousands of people at thousands of companies since 1993



presenter



Jon Torrens

is the owner at Jon Torrens, helping organizations such as Cambridge University, Foster + Partners and BAFTA to communicate effectively and confidently for presentations and pitches.

15 years of industry experience as a video game designer at Sony Cambridge and Electronic Arts, also two years of experience as a professional stand-up comedian.

Agenda



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Agenda

- Writing – creating strong, memorable material



Agenda

- Writing – creating strong, memorable material
- Visuals – illustrating your information and message



Agenda

- Writing – creating strong, memorable material
- Visuals – illustrating your information and message
- Delivery – connecting with your audience



Writing



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Writing

- Preparation



Writing

- Preparation
- Research



Writing

- Preparation
- Research
 - Audience



Writing

- Preparation
- Research
 - Audience
 - Venue

Writing

- Preparation
- Research
 - Audience
 - Venue
- Generating material



Writing

- Preparation
- Research
 - Audience
 - Venue
- Generating material
- Stories



Writing

- Preparation
- Research
 - Audience
 - Venue
- Generating material
- Stories
 - Relatable



Writing

- Preparation

- Research
 - Audience
 - Venue

- Generating material

- Stories
 - Relatable
 - Memorable



Writing

- Preparation

- Research
 - Audience
 - Venue

- Generating material

- Stories
 - Relatable
 - Memorable
 - Structure



Writing

- Preparation

- Research
 - Audience
 - Venue

- Generating material

- Stories
 - Relatable
 - Memorable
 - Structure

- Simplicity



Visuals



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Visuals

Visuals



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Visuals

- What medium to use?



Visuals

- What medium to use?
- How to use PowerPoint



Visuals

- What medium to use?
- How to use PowerPoint
- The visuals are a friend who can betray you



Visuals

- What medium to use?
- How to use PowerPoint
- The visuals are a friend who can betray you
- Images



Visuals

- What medium to use?
- How to use PowerPoint
- The visuals are a friend who can betray you
- Images
- Memorization and using cues



Delivery



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Delivery

- Nerves vs. confidence



Delivery

- Nerves vs. confidence
- Get there early



Delivery

- Nerves vs. confidence
- Get there early
- Rehearsal



Delivery

- Nerves vs. confidence
- Get there early
- Rehearsal
- First impressions

Delivery

- Nerves vs. confidence
- Get there early
- Rehearsal
- First impressions
- Movement, body language

Delivery

- Nerves vs. confidence
- Get there early
- Rehearsal
- First impressions
- Movement, body language
- Show emotion

To Sum Up



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To Sum Up

- Write a concise piece with a story



To Sum Up

- Write a concise piece with a story
- Rehearse it in a conversational style



To Sum Up

- Write a concise piece with a story
- Rehearse it in a conversational style
- Remember that everyone gets nervous

To Sum Up

- Write a concise piece with a story
- Rehearse it in a conversational style
- Remember that everyone gets nervous
- Get as much speaking experience as possible

Some Useful Resources

Susan Jeffers – “Feel The Fear And Do It Anyway” (book)

Bobette Buster – “Do/Story” (book)

Derek Sivers – “Anything You Want” (book)

JJ Abrams – “The Mystery Box” (TED talk)

Amy Cuddy – “Your Body Language Shapes Who You Are” (TED talk)

Simon Sinek – www.startwithwhy.com

Seth Godin – “The Flash Drives” (blog post)

Nancy Duarte – “slide:ology” (book)

Nancy Duarte – “resonate” (book)





contact



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Thank You for attending!

Join us for next month's webinar:

Context Is King: Data-Driven Customer Engagement

September 18, 2018

BAM

JAN Distribution Strategy	FEB Channel Training	MAR Use Scenarios
APR Market Definition	MAY Personas	JUN Positioning
JULY Programs	AUG Buy, Build or Partner	SEP Awareness
OCT Measurement	NOV Buying Experiences	DEC Business Plan