



Harley House  
Consultants Inc.

# Effective Delivery of Speeches, Presentations and Media Interviews (HH-11)

## ***Making Communicators Better Managers – Making Managers Better Communicators***

### **Introduction**

Whether it is a parliamentary committee presentation, conference speech or an interview with national or local media, senior government officials are called on to share their insights and priorities. This three-session virtual course (or one-day classroom delivery) explores how to prepare officials to maximize their effectiveness through better planning, preparation and delivery. Participants will be introduced to a series of process and best practices to arm officials to be more comfortable in the delivery of presentations, speeches and interviews.

### **Schedule**

**Day 1** (2 hours) Introductions & Individual Objectives  
Session I - Introduction to Speeches, Presentations and Interviews

- Customizing for the individual
- Overview of do's and don'ts

Session II – Media Interview Skills

- Types of media interviews
- Preparing for a media interview
- Conducting a media interview
- Post media interview

#### ***Breakout Group Assignment***

**Day 2** (2 hours) Session III – Presentations and Speeches

- Preparation
- Pre-presentation preparation
- During the presentation
- Post delivery

Session IV – Tools to Maximize Effectiveness

- Key messages
- Q's & A's
- Body language
- Story telling/anecdotes
- Conflict resolution

#### ***Breakout Group Assignment***

**Day 3** (1 hour) Session V - Case Study Presentations  
Session VI - Review & Wrap-up

### **Overview**

This is a training the trainer course. The focus is on preparing content and delivery that matches the situation and the skills, experience and personality of the speaker. This course:

- Explores ways to better understand the speaker so that the content and delivery can be customized to respond to their strengths and weaknesses.
- Investigates the differences and similarities between various types of media interviews, speeches and presentations
- Reviews alternatives to deliver messages and avoid conflicts.
- Examines processes, techniques and tools to maximize the effectiveness of the speaker.

### **Who Will Benefit?**

Communications professional and program managers involved in preparing their senior officials to deliver presentations, make speeches and conduct media interviews.

### **How Will You Benefit?**

Participants will leave the session with an understanding of why, when, and how to assist senior officials prepare for and deliver effective presentations, speeches and interviews.

### **Fees:**

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)  
In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

### **Schedule:**

<b>Venue:</b>	<b>Date:</b>	<b>Location:</b>
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

### **For More Information / To Register:**

For more information, or to register, please contact Dale Harley at 613-882-5684 or at [dale@harleyhouse.com](mailto:dale@harleyhouse.com)  
For more information about other Communications Training sessions visit our web site at [www.harleyhouse.com](http://www.harleyhouse.com)