



*Training Course:
Workshop on Public Speaking and Presentation
Skills in Institutional Branding*

*13 - 19 October 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Workshop on Public Speaking and Presentation Skills in Institutional Branding

Training Course code: PS236251 From: 13 - 19 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 6000 € Euro

Introduction

Public speaking is one of the most influential arts, combining both logic and emotion to inspire, persuade, and engage audiences. It is the art of persuasion and effective communication, where the speaker conveys ideas, information, and values in a compelling way. For institutions and professionals, strong public speaking skills are essential in presenting ideas, enhancing credibility, and showcasing organizational strengths.

This interactive 7-day workshop is designed to provide participants with the confidence, skills, and techniques to speak persuasively, represent their organizations effectively, and deliver impactful messages that resonate with audiences.

Workshop Objectives

By the end of the workshop, participants will be able to:

- Prepare and deliver professional, persuasive, and impactful speeches.
- Develop strong personal presence and presentation confidence.
- Structure and organize speeches for maximum influence.
- Apply body language, tone, and non-verbal communication effectively.
- Engage with different audience types and manage audience interaction.
- Use strategic storytelling and language to inspire and persuade.
- Design and deliver institutional presentations that highlight organizational value.

Target Audience

This workshop is intended for:

- Senior managers, executives, and department heads.
- Supervisors and employees presenting reports, plans, or organizational initiatives.
- Public relations and media professionals.

- Anyone seeking to develop their presentation, persuasion, and public speaking skills to represent their institution effectively.

Workshop Outline 7 Days

Day 1: Foundations of Public Speaking

- The role of public speaking in professional and institutional success.
- Characteristics of an effective speaker.
- Understanding audiences: analysis models and audience levels.
- Overcoming fear of public speaking: techniques to reduce stress and anxiety.
- Building confidence and focus.

Day 2: Professional Conduct and Speaker Presence

- Professionalism and ethics in public speaking.
- Personal accountability and self-reflection.
- Identifying strengths and weaknesses in communication.
- Strategies for improvement.
- Developing self-motivation and confidence.

Day 3: Presentation Preparation and Delivery Skills

- Steps of preparing a speech: planning, sequencing, and structuring.
- Organizing content for impact and clarity.
- Pre-presentation strategies.
- Delivery techniques: tone, pace, and clarity.
- Using body language and gestures effectively.
- Voice projection, breathing techniques, and vocal variety.

Day 4: Building Professional Image and Audience Engagement

- Enhancing your professional image and presence.

- Audience management skills: dealing with diverse groups.
- Handling difficult questions and maintaining control.
- Inspiring audience attention through charisma and authenticity.
- Using technology and modern tools to support institutional presentations.

Day 5: Persuasive and Strategic Speech Writing

- Crafting persuasive speeches: choosing powerful messages.
- Structuring arguments and supporting them with evidence.
- Using strategic language, storytelling, and rhetorical devices.
- Motivating audiences with inspiring messages.
- Enhancing linguistic and rhetorical power.

Day 6: Persuasion and Influence Strategies

- The psychology of persuasion in public speaking.
- Models of influence and credibility.
- Designing inspiring and persuasive presentations.
- Strategies for emotional appeal and logical reasoning.
- Building trust and credibility with the audience.
- Inspiring behavioral change through speech.

Day 7: Institutional Presentations and Final Practice

- Designing and delivering presentations that showcase institutional strengths.
- Participant presentations of their institutions or projects.
- Peer and trainer feedback: strengths, weaknesses, and improvement strategies.
- Case study: analyzing successful institutional presentations.
- Best practices and lessons learned.
- Final recommendations and personal action plans for continued improvement.

Registration form on the Training Course: Workshop on Public Speaking and Presentation Skills in Institutional Branding

Training Course code: PS236251 **From:** 13 - 19 October 2025 **Venue:** Madrid (Spain) - Pestana CR7 Gran Vía
Training Course Fees: 6000 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

Easy Ways To Register

Telephone:
+201095004484 to
provisionally reserve your
place.

Fax your completed
registration
form to: +20233379764

E-mail to us :
info@gh4t.com
or training@gh4t.com

Complete & return the
booking form with cheque
to: Global Horizon
3 Oudai street, Aldouki,
Giza, Giza Governorate,
Egypt.