

THE EXTRAORDINARY PRESENTER[®]

FOR DISCUSSION LEADERS
2 DAY VIRTUAL FOR UP TO 12



VIRTUAL BRIEFING PROGRAMS ARE CRUCIAL TO BUSINESS CONTINUITY

Presenting in an executive briefing center has always been a huge responsibility. The sudden shift to virtual briefings in 2020 stripped away the wow factor of the physical space and put even more pressure on presenters.

If Discussion Leaders cannot engage, persuade, and influence their audience while presenting virtually, competitive edge is lost, sales cycles stall, and business is at risk.

THE EXTRAORDINARY PRESENTER[®] FOR DISCUSSION LEADERS — VIRTUAL workshop addresses the new challenges of the virtual briefing world by equipping Discussion Leaders with five essential messaging skills:

1. **THINK** deeply about the briefing audience
2. **CRAFT** a message that matters
3. **NAVIGATE** visuals to maximize impact
4. **ENGAGE** with executive presence
5. **INTERACT** credibly during tough Q&A

World class training with proven results

Mandel Communications, a long time ABPM supplier member, has been a global leader in virtual instructor-led training design and delivery for over 10 years.

Harness the power of virtual briefings to drive immediate, measurable business results:

- Overcome virtual presentation anxiety
- Drive better business decisions faster
- Connect more deeply with clients
- Improve use of time, energy, and resources
- Cascade business strategy with excellence
- Increase competitive advantage
- Accelerate responsiveness to market needs
- Increase customer satisfaction and loyalty
- Enforce positive public image and brand

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THE SKILLS

DAY ONE

8:00-10:30 - VIRTUAL SESSION for 12

- 1. THINK** deeply about the briefing audience
 - Analyze listener “care-about’s”
 - Focus on the listener’s world
 - Quickly distill and organize content
- 2. CRAFT** a message that matters
 - Develop an engaging core message
 - Articulate a strong point of view
 - Add stories, analogies, and quotes
- 3. NAVIGATE** visuals to maximize impact
 - Illustrate and enhance the message
 - Create flow and cohesion
 - Modifications for virtual delivery

11:30-5:00 SMALL GROUP SKILLS PRACTICE LABS*

DAY TWO

8:00-10:30 - VIRTUAL SESSION for 12

- 4. ENGAGE** with executive presence
 - Capitalize on the benefits of virtual
 - Overcome virtual void anxiety
 - Capture listeners’ attention
- 5. INTERACT** credibly during tough Q&A
 - Maintain composure when challenged
 - Anticipate tough questions
 - Prepare concise and focused responses

11:30-5:00 SMALL GROUP SKILLS PRACTICE LABS*

*Structure of Skills Practice Labs (both days)

- 11:30-1:00** Small group A of 4 participants
- 1:30-3:00** Small group B of 4 participants
- 3:30-5:00** Small group C of 4 participants

THE DETAILS

SPECIFICATIONS

- 2-day virtual session for up to 12 (4 hours per participant day)
- Real-world, briefing-specific applications
- Flexible design aligns to business priorities
- Small group practice labs with expert coaching strengthen and fine tune skills

REINFORCEMENT & MEASUREMENT

- Two months’ free access to AI-driven mobile app measures improvement
- Easy-to-use tools deliver immediate application and make training stick
- Insightful evaluation reporting provides immediate, relevant feedback



SMALL
GROUPS



LIVE
VIRTUAL

FLEXIBLE
DELIVERY
OPTIONS

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