

# THE EXTRAORDINARY PRESENTER ESSENTIALS™

1-DAY VIRTUAL  
OPEN TO THE PUBLIC



## WHAT THEY SAY AND HOW THEY SAY IT MATTERS.

During this time of physical distancing, business continuity is exceptionally critical.

People are still making extremely important decisions based on data that others gather and report. It's harder than ever to persuade, convince or influence a decision when all involved are working remotely.

### THE EXTRAORDINARY PRESENTER

**ESSENTIALS™** virtual public workshop addresses these challenges head-on by equipping participants with three essential messaging skills:

1. **THINK** deeply about the audience
2. **CRAFT** a message that matters
3. **ENGAGE** with executive presence

"I make presentations mostly to VIRTUAL AUDIENCES. I will use the framework in key situations where I need to make a case or convince others of something."

### World class training with proven results

Mandel Communications has been a global leader in virtual instructor-led training design and delivery for over 10 years.

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

- Foster consistency in meeting expectations
- Collaborate to win in a new world of work
- Drive better business decisions faster
- Enhance sense of inclusion and belonging
- Promote collaboration across virtual teams
- Connect more deeply with clients
- Resolve problems with fewer meetings

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# THE FLOW

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**8:00 AM – 10:30 AM | Instructor-led virtual training for all participants**

## PRE-WORK

- Choose an upcoming presentation and complete a planning tool

### 1. **THINK** deeply about the 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

### 3. **ENGAGE** with executive presence

- Capitalize on the benefits of virtual
- Overcome virtual void anxiety
- Capture listeners’ attention

**10:30 AM – 11:30 AM BREAK | Participants craft sample messages to share in skills practice labs**

**11:30 AM – 5:00 PM | SKILLS PRACTICE LABS | Small groups with expert Mandel coach**

## SKILLS PRACTICE LAB TIMING:

- **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

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## SPECIFICATIONS

- 1-day virtual session for up to 12 (4 hours per participant)
- Stakeholder viewpoint sets the stage
- Real-world, job-specific applications
- Engaging, interactive skills practice

## 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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