

School: Lauder School of Government, Diplomacy & Strategy B.A

Public Speaking

Lecturer:

Ms. Smolyanov Marina Naomi marina.smolyanov@post.idc.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
4794	Workshop	2	1

Course Requirements :	Group Code :	Language:
Final Paper	201479401	English

Course Description

Public Speaking for Leaders- Workshop/ By Marina Naomi Smolyanov

Do you know that the most important skill at the 21st century is - Public Speaking?

Mastering this skill will equip you with the right tools to success in this competitive world.

At this interactive, fun and practical workshop, you all will acquire important tools- both practical and theoretical - that will help you in mastering the skill of PUBLIC SPEAKING and turn you to an amazing and inspiring speaker.

You will get to practice 5 mins presentations in front of the whole class, and receive an honest and constructive feedback from the lecturer and the other participants.

You will receive awareness to your body language and will learn important methodology how to structure your main message while giving a real value to the audience.

Let the fun begin!!!

About the lecturer:

Ms. Marina Naomi Smolyanov

is the leader of the Public Speaking community in Tel Aviv (Toast Tel Aviv), and she is a well-known speaker in Israel and around the world for political communication and public diplomacy.

Marina is a former Spokeswoman at the Knesset and worked several years in Spain and in the US, as a Public Diplomacy Director on behalf of the government.

She is an expert in public diplomacy, public policy and public speaking and she is an international well known speaker.

With a bright spark in her eyes, her passion is contagious and she has a special talent to empower, motivate and inspire people at her lectures.

REQUIREMENTS:

Public speaking is an interactive and practical workshop - You will be graded based on presenting, listening, observing, giving feedback and learning from the content and delivery of others.

Attendance is therefore critical.

Content:

Class 1

Introduction to the art of public speaking

- Aristotle's Theory of Rhetoric and Persuasion -
- Presentation structure -
- Formulation of purpose and main message - the Golden Circle -
- Targeting the benefits to the target audience -
- Practical practice in presenting presentations -
- Feedback and Summary -

Class 2

How to fascinate your audience?

- The key principles for controlling the audience's attention curve
- The methodology for powerful and effective presentation
- Raising the level of attention and connecting the audience to the topic
- Techniques for conveying messages and raising the level of attention
- Effective interaction with the audience through:
Questions, Personal Story, Use of Humor, Quotes, Illustrative Examples, and Visual Aids
- Practical practice in presenting presentations
- Feedback and Summary

Class 3

How do we build and design an effective presentation?

- Principles for building an attractive visual presentation with a logical structure
- Methodology for building and designing presentations -
- (Effective presentation structure (opening, body and summary -
- Summary and end of presentation - How to finish strong, leave a strong impression on the audience, -
- drive action and achieve the goal
- Effective use of visual aids in presentation -
- Practical practice in presenting presentations -
- Feedback and Summary -

Class 4

How to inspire and be at your best in front of an audience?

- Activate effective awareness to your body language
- The "Pygmalion effect" in management, adopting a positive state of mind during your performance -
- (Controlling non-verbal messages (audio, visual and avoiding competing messages -
- Effective use of hand movements, standing posture, voice and intonation -
- Eye contact with the audience and facial expressions -
- Practical practice in presenting presentations -
- Feedback and Summary -

Class 5

- Marathon Practical practice in presenting all presentations
- Feedback from participants -
- Summary and conclusions -

Class 6

- Practical marathon practice in presenting all the presentations
- Feedback from participants -
- Summary -
- Main conclusions

Good luck!!! :)

Course Goals

?WHY THIS WORKSHOP WILL CHANGE YOUR LIFE

- Improve your presentation skills
- Improve your public speaking skills
- Improve your self confidence

- Improve your leadership skills
 - Create meaningful friendship in the class
 - improve your communications skills
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Grading

The grades will be given according to your prepared 5 mins presentations - based on the evaluation of the professor

Reading List

Public Speaking for Success - Dale Carnegie