



Pitching to win



WHO IS THE TRAINING FOR?

This training is for anyone who needs to improve their face to face presentation skills in order to win more pitches. It's for teams/organisations who want to ensure that, once in front of a panel, they perform to their best ability, as individuals and as a group. It's appropriate for any level of experience and expertise. The focus can be on improving general presentation skills or on a specific pitch.

AIMS

During the training, you will be given an in-depth understanding of the principles of effective presenting in the context of new business pitches, including:

- Answering the brief and going beyond it
- Maximising the available preparation time
- Analysis of competition - standing out from the crowd
- Audience planning - how to resonate with the individuals on the panel and reach them on an emotional as well as factual level
- Preparing content which is relevant to the audience - clarity of message
- How to structure content to make it engaging and memorable
- How to choreograph a pitch to maintain your audience's interest
- How to make technical content accessible and clear
- Individual performance strengths/weaknesses; how to maximise/minimise them while maintaining an 'authentic' rather than 'trained' style
- Group dynamics - enabling everyone to 'shine' while maintaining a strong sense of team
- Using visuals, handouts, props to enhance your content
- Communicating the brand of your organisation
- How to rehearse.

Overall, you will leave the training room with increased confidence in your ability to plan, structure, rehearse and deliver a memorable presentation. As an individual or as a group you will be more in control of your next pitch.

CONTENT AND FORMAT

The sessions are tailored to the specific needs/objectives/experience of the attendees and are centred on either general skills or a specific pitch. The general course takes the form of a hands-on, interactive workshop, built around realistic exercises and practical advice from Jayne Constantinis's day-to-day work as a presenter/speaker/voice over and her experience in corporate communications. For the specific pitch training/rehearsal, Jayne has a flexible approach and can provide whatever format/length/number of sessions the client needs.

ON-GOING SUPPORT

Jayne provides a unique 6-month programme of post-training support to all attendees, to encourage their on-going engagement and commitment. This involves email communication to check on progress; support for subsequent presenting/speaking opportunities; sharing examples (articles, clips) of good/bad practice. Attendees are thus able to consolidate and develop what was learned in the training room.



PRACTICALITIES

Courses can be held at your premises, at The Clubhouse (Grafton Street, London W1) or at Jayne's facilities in SW11.

Up to 5 people - 5 hours (general pitch presentation skills)
Bespoke sessions for specific pitch - half or full days (to be agreed with client).

Pre-course assignment: attendees are required to come to the session ready to present a 15 minute pitch (which will be filmed and reviewed), with appropriate support materials if desired. They are also asked to supply the trainer with details of their previous speaking experience; perceived strengths and weaknesses; their personal 'brand' and their desired learning outcomes. This is then used to tailor the training to their individual needs.

TRAINER

The course trainer is Jayne Constantinis (www.jayneconstantinis.com) - a highly experienced speaker/presenter/voice over who has been delivering training courses to corporates/agencies for more than 20 years. Jayne's range of experience includes: live announcing on BBC Television; business reporting on BBC World; fronting corporate programmes for blue-chip companies; facilitating large, complex live events. She started her career in corporate PR and advertising for Valin Pollen and Wolff Olins, and has worked in-house in marketing communications. She learned journalism at the LCP, has an acting diploma from the Royal Academy of Music and a Modern Languages degree from Cambridge.

"We have seen a significant improvement in our pitch conversion rate"
John, Managing Director, global communications consultancy