

#124th Marketing Club

6th Dubai 84th Business Club

Speak like a Pro Marketing Public Speaker

Tuesday 9-1-2024

8 PM EGY **9 PM** KSA **10PM** UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Marwan Medhat

Public Speaker Certified Coach Award
Winning Toastmasters Speaker



Speak Like A PRO MARKETER





Dr. Mahmoud Bahgat
Marketing Club Founder





Dr. Marwan Medhat

Holistic Life Coach,
Award Winning Public Speaker



Marwan Medhat



First Place Winner Dubai Toastmasters Club Contest



Agenda



Why Public Speaking



9 Characteristics of Effective Public Speakers



important?



Marwan Medhat
Make A Choice, Make A Life

Why Important?

You Speak to entertain, inspire or to inform.

When you stand and speak, you're not a marketer anymore. You're a public speaker.

You have a message that is important to come across.
Mastering public speaking skills will help you deliver your message more efficiently.



Characteristics of Effective Public Speakers



9 Characteristics of Effective Public Speakers

- **Confidence**
- **Passion**
- **Be Yourself**
- **Body Language and Voice Modulations**
- **Keep it Short and Sweet**
- **Connect with your Audience**
- **Paint a Picture Through Storytelling**
- **Repetition**
- **Don't Just Practice, Practice, Practice**



1- Confidence

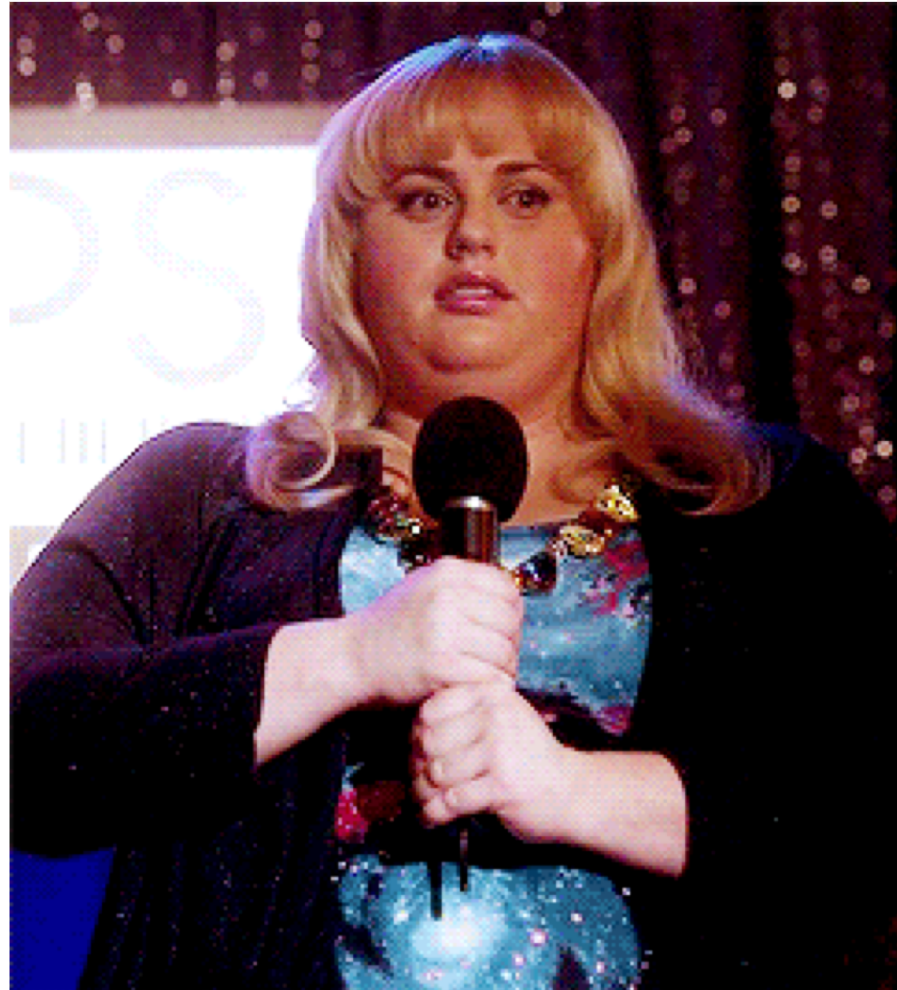


1- Confidence

According to [a study published by the University of Wolverhampton](#) “A highly confident speaker is viewed as being more accurate, competent, credible, intelligent, knowledgeable, likable, and believable than the less confident uncertain speaker.



Overcoming Stage Anxiety



Overcoming Stage Anxiety



- Change the title of Anxiety into Excitement.
- Change the focus from 'Am I likable?' to 'What Value Am I adding to the Audience?'



2- Passion



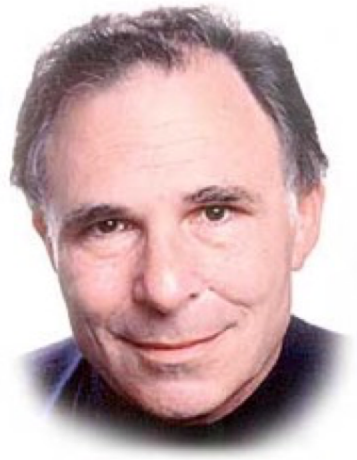
2- Passion

In order to really communicate to people through speech, you need to have passion about your subject. Without passion, your speech is meaningless.

You need to express a level of sincerity in your emotion when communicating to your audience if you want them to be moved by your presentation.



3- Be Yourself



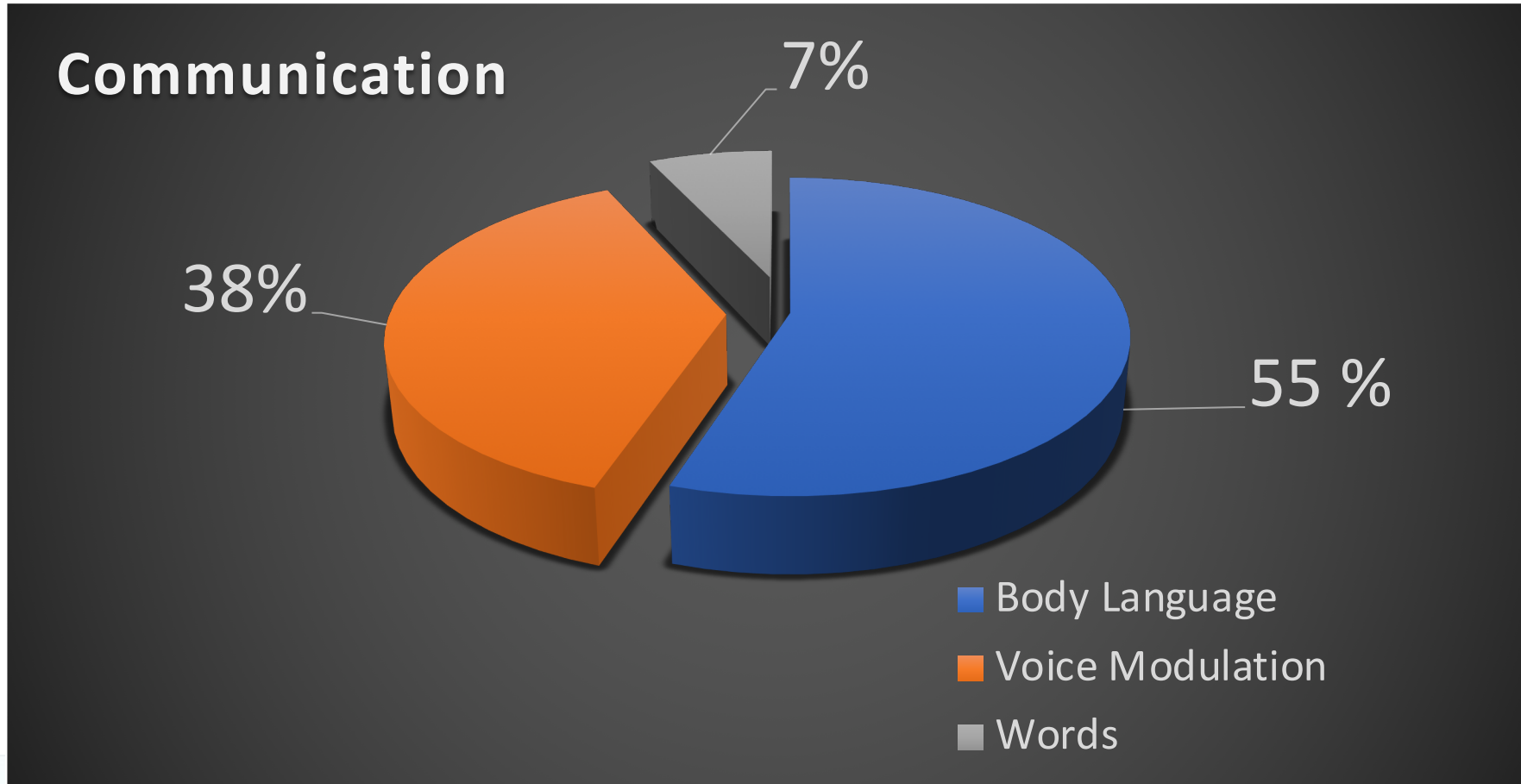
3- Be Yourself

People always can tell the difference between someone who's faking his/her performance and someone who's comfortable into his own skin.

People who are authentic are most trustworthy and likable. So your message will definitely go through easier if you just decide to be yourself.



4- Body Gestures and Voice Modulations

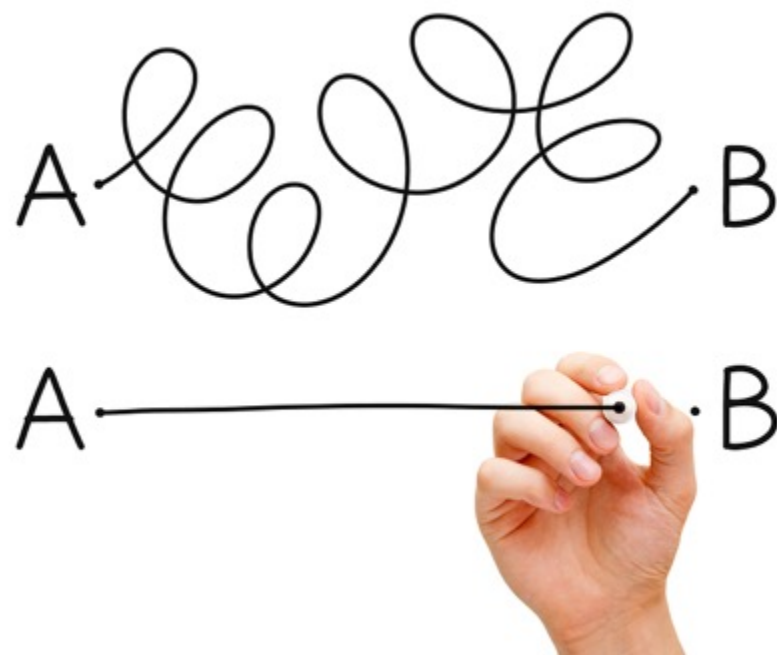


4- Body Gestures and Voice Modulations

- Most presenters focus only on the data presented. While the data represents only 7% of the communication channel of any message delivery.
- To maximize the delivery and the impact of your message, mastering the body language, such as hand gestures and facial expressions, and Vocal Modulations, is a must.



5- Keep it Short and Sweet



5- Keep it Short and Sweet

If you're only given 30 minutes to speak, don't force yourself to fill the entire time allotted. Say what you need to say and use any remaining time for questions or to let your audience out a little early.



6- Connect With Your Audience



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The best ways to connect with your audience are;

- Tell stories
- Be aware of your target audience
- Know the energy in the room
- Be Willing to poke fun at yourself
- Work on your non-verbal body language



7- Paint a Picture with Storytelling



7- Paint a Picture with Storytelling

- The best presentations don't feel like presentations, they are simply stories told by people with interesting experiences.
- You can include stories of your own experiences, or use classic stories to bring context to your speech. Take a look at some of the most inspirational **TED Talks & Toastmasters Speeches**. TED Talks, in general, are extremely story driven, and that is one of the reason they're so popular.



8- Repitition



8- Repetition

In order to employ repetition in your presentations, determine what you want your audience to take away from your speech. Say it. Say it again. And then say it a third time just in case anyone missed it the first couple of times.



9- Don't Just Practise, Practise, Practise



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Practicing will help to make you feel more confident, and appear more authentic, thus creating a better opportunity to connect with your audience.



*Thank
You*

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