



**Advanced Public
Speaking & Presentations
Masterclass**

UBI

Advanced Public Speaking Masterclass

Prepare yourself for the highest level of communication at the Urban Business Institute with our cutting-edge executive education programs. During this program, you will explore various public speaking techniques, including functional storytelling, audience engagement, and developing a personal style of speaking that exudes confidence and inspiration.

8 Modules 10 Hands-on Workshops



WHO SHOULD ATTEND

- Professionals seeking to enhance their presentation skills
- Governmental Officials, C-suite, Senior Executives
- Leaders aiming to inspire and influence others
- Academics preparing for public engagements, Individuals looking to overcome the fear of public speaking

THIS PROGRAM WILL HELP YOU TO

- **Speak with vision and impact:** communicating with clarity and influence, conveying your ideas or message effectively to inspire and leave a lasting impression.
- **Create more value:** delivering speeches or presentations that provide meaningful insights, actionable advice, or profound inspiration, leaving the audience with valuable takeaways and a deeper understanding of the topic.
- **Hone your competitive edge:** refining your skills, delivery, and content to stand out and excel in a competitive speaking environment, ensuring your presentations leave a lasting impact and distinguish you from others.
- **Nurture innovation:** fostering creativity and originality in your presentations, encouraging novel ideas and approaches that captivate and inspire your audience, driving progress and positive change.

WHAT YOU WILL LEARN

In this masterclass, participants will delve into the advanced public speaking techniques and effective communication. This comprehensive masterclass is designed to equip delegates with advanced techniques, ensuring they can confidently inspire and connect with their audience. Topics include:

- Communicating with impact.
- How to develop an inspiring personal style of speaking that is confident, authentic, and energetic.
- A complete guide on how to overcome your fear of public speaking and conquering stage fright.
- The power of personal branding and creating an outstanding public image.
- Mastering the nonverbal communication techniques involving presence, body language, and delivery.
- How to structure messages that inspire your audience to take action.
- How to master the techniques of public speaking, including message development, content, projection, inflection, and delivery.
- What goes into effective communication strategy and messaging.
- Learning authoritative vocal techniques to elevate your presence.



Modules	Key Learning Outcomes	
<p>Module 1</p>	<p>Communicating with Impact</p>	<ul style="list-style-type: none"> • Understanding the elements of effective communication • Techniques for captivating and engaging your audience • Using language to influence and inspire • Assessing and adapting to audience feedback
<p>Module 2</p>	<p>Overcoming Fear and Conquering Stage Fright</p>	<ul style="list-style-type: none"> • Identifying common public speaking fears • Practical techniques for managing anxiety • Visualization and relaxation strategies • Building confidence through practice and preparation
<p>Module 3</p>	<p>Developing an Inspiring Personal Style</p>	<ul style="list-style-type: none"> • Building confidence in your speaking abilities • Cultivating authenticity in your delivery • Channeling energy to enhance your presence
<p>Module 4</p>	<p>The Power of Personal Branding and Public Image</p>	<ul style="list-style-type: none"> • Understanding the importance of personal branding • Crafting a unique and memorable public image • Connecting with your audience

Modules**Key Learning Outcomes****Module 5****Mastering Nonverbal Communication**

- The role of body language in public speaking
- Enhancing your presence and charisma
- Effective use of gestures and facial expressions
- Controlling nervous habits and tics

Module 6**The Power of Storytelling**

- Elements of a compelling story
- Techniques for authentic storytelling
- Finding and using personal stories effectively
- Engaging your audience with dynamic narratives

Module 7**Structuring Messages to Inspire Action**

- Crafting clear and concise messages
- Techniques for organizing your content
- Using rhetorical strategies to persuade
- Inspiring action through your words

Module 8**Mastering Public Speaking Techniques and Strategies**

- Developing and refining your message
- Enhancing projection, inflection, and delivery
- Effective communication strategies and messaging
- Media training and handling difficult questions

Instructor

Dina El Selmy



CEO & Founder of UBI
International Keynote Speaker
[Meet Dina](#)

Dina brings a wealth of experience and expertise to UBI. Her background as a keynote speaker and communication advisor for renowned brands coupled with her extensive work with international Fortune companies, reflects her unparalleled ability to inspire and educate. Drawing upon her certifications from Harvard in Innovation Implementation and Creativity, Dina has honed her skills in equipping professionals with essential business etiquette and communication strategies. From customer service excellence to effective networking, she has guided individuals towards success in a competitive global marketplace.

In the public sector, Dina stands as an etiquette and protocol consultant, playing a pivotal role in shaping diplomatic relations in the Middle East. Her profound understanding of cultural intricacies and codes of conduct has fostered harmony and cooperation among governmental entities, leaving a lasting impact on the international stage.

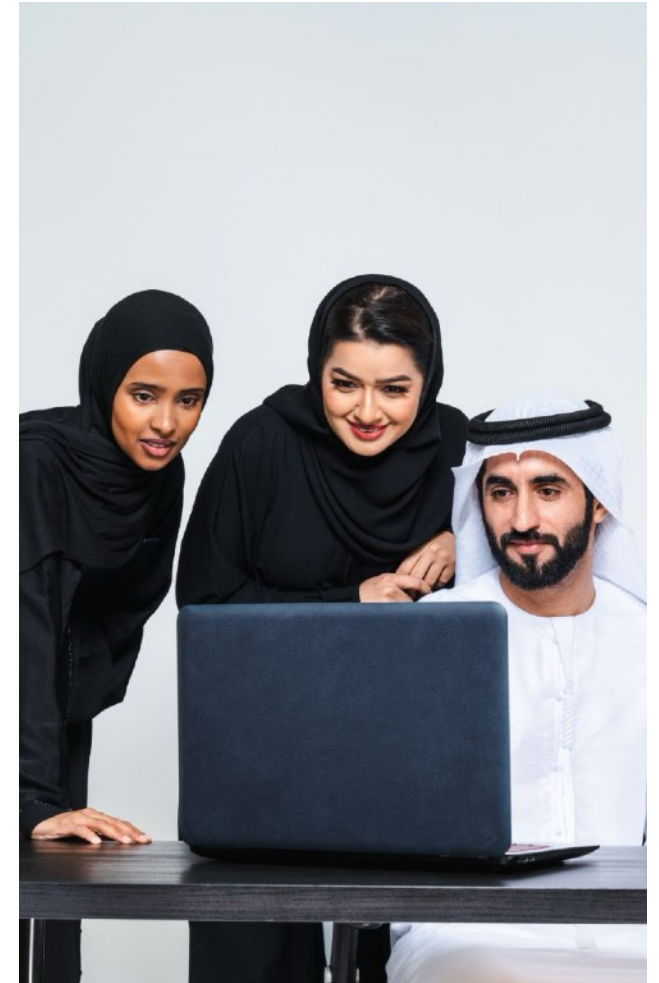
Through her contributions as a writer for Marie Claire Arabia and Buro Middle East, Dina continues to influence and inspire diverse audiences, showcasing her expertise in luxury branding and fashion marketing. Her ability to transform campaigns and cultivate devoted followings underscores her prowess in driving brand performance and engagement.

UBI at Work

LEVEL UP YOUR TEAM

See why leading organizations rely on UBI for learning & development.

[UBI Partners](#)



Advanced Public Speaking Masterclass

You will leave the program with the skills needed to engage, inform, and inspire others and improve your ability to communicate with impact.

Testimonials



MAKE KNOWLEDGE INTERESTING

Our training programs at UBI utilizes innovative engagement techniques, leveraging digital technology and interactive methods to enhance the learning experience. To ensure that talents are enjoying to our learning experiences we will incorporate various engaging techniques to make the learning experience interesting and entertaining.



Connecting. Learning. UBI Experience

Though it comes from within, transformation often requires a catalyst. And for many business leaders, UBI Executive Education has been that catalyst.

Here, you're fully immersed in a transformational living-learning experience, networking with executives from around the world, and engaging in programs led by experienced UBI instructors.

UBI



FOR A PERSONALIZED CONSULTATION

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