



Presenters Bootcamp V2 - The NEW World of Communication
Two Day Event - September 17/18 - Cairns

PRESENTING - PITCHING - WRITING - MEDIA INTERVIEWS - FILMING

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So what is this two day workshop about?

You may have done my Professional Presenters Bootcamp, as a one day, presentation focused workshop. Lots of people have and the Presenters Bootcamp V2 – “The New World of Communication,” is the next part of your journey.

In this two day extravaganza, we will be expanding our communication skills to cover very specific presenting techniques such as pitching, writing with impact, conducting media interviews and speaking while being filmed. The whole idea is take our overall communication to an entirely new level – and to enjoy the results this brings.

Who is it for?

This two day workshop is for anyone who:

- ★ Presents ideas and concepts to groups of any size.
- ★ Has to sell and promote themselves or their businesses to groups or individuals.
- ★ Wants to grow their profile through effective media interviews.
- ★ Wants to learn how to communicate their messages in a more effective and engaging way with the written word.
- ★ Wants to become a more inspirational leader.

What are we going to cover?

As per all of my workshops, we are going to cover a lot in a short period of time. I have designed this two-day program around the core elements of corporate communication. This is clearly a BIG topic and one that most people are keen to learn more and to improve their skills on. Best of all, these skills and expertise can be used effectively in virtually every aspect of our life.

The specific areas we are topics that we will be covering include:

1

Pitching your business.

OK, presenting is a fairly broad and all encompassing subject, but in this workshop we are going to look long and hard at pitching or selling your ideas and your business in the presentation space. This kind of presenting has a very specific outcome - you want someone to buy what you are selling. Having recently worked with the “Pitch Doctor” Mr Ian Elliot, who wrote the book “Stop Bitching, Start Pitching,” I have a great framework to share with you that will take your pitching to a whole new level - with guaranteed results.

2

Making your words work.

Most of us are communicating more than ever, but are we really connecting and engaging as well as we want to? As an author, my life revolves around writing and most importantly getting my messages across in a way that inspires my readers to take action. The days of the formal corporate letter are long gone. In this section I am going to show you how to write copy that is simple, powerful, engaging and results focused. It’s easier than you think and as the world changes we need to change how we write.

3

Delivering Engaging Media interviews.

The thought of a media interview is enough to make some grown men burst into tears (OK it happened once and I was tired and emotional), but seriously, as our profile grows and we have more opportunities to engage with the media, we will encounter the opportunity to either be filmed for a television interview or invited to participate in talk back radio. There are so many simple tricks of the trade that will give you the tools and skills to be able to not just cope with an interview, but actually be impressive. This will leave you wondering what you were so nervous about in the first place.

4

Lights, camera, action.

The reality here is that if you don't have some video footage on your website you are missing out. This is becoming increasingly important for search engines as well as engagement with our customers. The problem is that most people don't really know where to start when it comes to filming a short promotional video about themselves or their business. Some people might call this a pitch (I sure do), others might call it a video brochure, it doesn't really matter what you call it - what matters is that you do it, and in this session I will show you how.

Your 4 minutes of fame.

On the Sunday afternoon you will get to present your pitch - on whatever topic it is that you want to promote. This is going to be professionally filmed and you will get the MP4 file for use on your website and in your promotional material. To do this exercise outside of this environment would cost close to \$1000 alone. But with all of my workshops I like to give you value and this is HUGE value!

How much does it cost?

The cost for the two days is \$595 including GST. Now this covers course materials, morning tea and afternoon tea on both days - and most importantly, you get a 3-4 minute video of your "pitch." Videographer extraordinaire, Gregg Maxwell, will be on site to film our promotional videos. This is a great workshop bonus, not only do you get advice on pitching, you get to put it in action - which once again is worth more than the cost of the entire 2 day workshop.

Where is the venue?

The venue will be determined by the number of people we have. I will let everyone know a few days out, but it will be a Cairns CBD location.

When is it?

The workshop will be held Saturday 17 and Sunday 18 of September and we will go from 9am till 5.30pm on both days.

How do I book?

Booking is really easy. All you need to do is go to the following TryBooking link - <http://www.trybooking.com/VBI> - you can reserve your space and pay online with a credit card.

Want more information?

If there is anything else that you need, drop me an email on ag@andrewgriffiths.com.au or call the office on 07 4031 8888.

A final note.

I will stay in touch with everyone who books in during the lead up to the event. I will be advising you on what to bring along and how to get ready to take your "A" game to a new level in the world of communication. As always, you can expect to get great value! I look forward to seeing you there.



Cheers,
Andrew



11 BOOKS
50 COUNTRIES
AUSTRALIA'S #1
SMALL BUSINESS AUTHOR



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