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COURSE BROCHURE

Advanced Public Speaking Skills Training Course

5 – 16 April 2027
Madrid

Advanced Public Speaking Skills Training Course

Ref: 425_15206 **Date:** 5 – 16 April 2027 **Location:** Madrid **Fees:** 9500 GBP

Public Speaking Skills is a 2-week advanced training course for managers, specialists and spokespeople who address large or senior audiences, and each participant leaves with a signature keynote scripted, rehearsed and recorded. Leaders now speak at conferences, town halls and livestreamed events where one talk can shape reputation, investment and staff confidence. Jupiter Prime Training offers this course for speakers whose words carry organisational weight.

Why Public Speaking Skills Matter Now

Three forces make public speaking a strategic skill today. Organisations communicate more through live events, conference stages and hybrid broadcasts, so leaders face bigger and more diverse audiences. Stakeholders, including employees, investors and the media, expect authenticity and quick answers, and a clumsy reply to a hostile question can circulate widely within hours. At the same time, attention spans are shorter, so speeches must earn interest through structure, story and voice rather than slides. Speakers who handle these demands strengthen trust and win support for strategy; those who do not lose credibility in public. The course draws on classical rhetoric, established persuasive speech structures and vocal coaching practice.

Who Gains Most from Public Speaking Skills

- Managers who present strategy, results and change messages to large staff audiences
- Specialists in engineering, healthcare, finance or technology invited to speak at industry conferences
- Spokespeople who represent their organisation at public events, panels and media briefings
- Business development leads who pitch to senior clients, investors and partners
- Senior officers who chair forums, open events and moderate panel discussions

Communications and leadership teams that send several speakers together gain most, because they can agree shared messages and rehearse joint appearances on return.

Public Speaking Skills Capabilities

Participants move from competent presentations to commanding, memorable talks that hold large rooms and withstand difficult questioning.

- Design speech structures with hooks, sequences and calls to action — conference organisers and senior audiences
- Apply rhetorical devices and storytelling to persuade — staff, clients and investors
- Build vocal control of pace, pause and projection — audiences in large halls and online
- Communicate without notes using memory anchors — keynote and town hall settings
- Test responses to hostile questions through bridging and reframing — media and stakeholder scrutiny
- Assess delivery from recorded rehearsals — personal development and communications leads

Key Public Speaking Skills Terms

- Keynote — The main address at a conference or event, setting its theme and expected to inspire as well as inform.
- Rhetorical device — A deliberate language technique such as contrast, repetition or a rhetorical question used to make a point memorable.
- Monroe's Motivated Sequence — A persuasive speech structure moving through attention, need, satisfaction, visualisation and action.
- Bridging — A technique for acknowledging a difficult question briefly, then moving the answer back to a prepared core message.
- Vocal projection — Using breath support and resonance to make the voice carry clearly to the back of a room without strain.
- Call to action — The specific step a speaker asks the audience to take at the close of a talk.

Public Speaking Skills Day by Day

Day 1: The Speaker in High-Stakes Settings

- Audience Analysis for Large and Senior Rooms — Tailoring the Core Message
- Speaking Occasions From Keynote to Town Hall — Choosing Format and Tone
- Speaker Credibility Sources — Expertise, Character and Goodwill
- Baseline Video Recording of Each Speaker — Personal Development Priorities
- Speech Objective Statements — What the Audience Should Think or Do

Day 2: Speech Architecture

- Opening Hooks and Attention Devices — The First Ninety Seconds
- Monroe's Motivated Sequence and Problem-Solution Patterns — Persuasive Flow
- Signposting and Transitions Between Sections — Keeping Listeners Oriented
- Rule of Three and Message Hierarchy — Memorable Key Points
- Closing Calls to Action — Commitments the Audience Takes Away

Day 3: Rhetoric and Persuasive Language

- Ethos, Pathos and Logos Balance — Persuasion Matched to the Audience
- Rhetorical Devices of Contrast, Repetition and Questions — Lasting Impact
- Metaphor and Vivid Imagery — Making Abstract Strategy Concrete
- Concise Spoken Language Versus Written Style — Clarity in the Ear
- Evidence and Statistics in Speech — Credible Numbers Without Overload

Day 4: Storytelling for Speakers

- Story Structures of Challenge, Turning Point and Outcome — Emotional Engagement
- Personal Anecdotes and Leadership Stories — Authenticity With Senior Audiences
- Customer and Operational Case Stories — Proof From Healthcare and Energy
- Story Selection and Ethical Boundaries — Confidentiality and Respect
- Weaving Stories Into Data-Led Talks — Balance of Head and Heart

Day 5: Voice and Vocal Delivery

- Breath Support and Projection for Large Halls — Sustained Vocal Power
- Pace, Pause and Emphasis Patterns — Controlling the Listener's Attention
- Pitch Variation and Vocal Warmth — Avoiding Monotone Delivery
- Articulation Drills and Filler Word Reduction — Polished Speech
- Microphone Technique for Lecterns and Headsets — Clear Amplified Sound

Day 6: Body Language and Stage Presence

- Posture, Grounding and Purposeful Movement — Authority on Stage
- Eye Contact Patterns Across Large Audiences — Connection With Every Section
- Gesture Vocabulary Aligned to Message — Reinforcing Key Points
- Stage Positioning and Use of Space — Managing Panels and Lecterns
- Cultural Considerations in Nonverbal Signals — International Audiences

Day 7: Speaking Without Notes and Using Visuals

- Memory Techniques of Mind Maps and Anchor Words — Note-Free Delivery
- Slide Design for Speakers Rather Than Readers — Visual Support
- Teleprompter and Confidence Monitor Use — Natural Delivery From Scripts
- Handling Technical Failures Live — Recovery Without Losing Momentum
- Virtual and Hybrid Speaking Platforms — Presence Through the Camera

Day 8: Hostile Questions and Difficult Audiences

- Question Anticipation Matrices — Preparing for Likely Challenges
- Bridging and Reframing Techniques — Returning to Core Messages
- Handling Hostile, Loaded and Multi-Part Questions — Composure Under Fire
- Panel Discussions and Moderated Debates — Holding the Floor Respectfully
- Media Interview Basics for Spokespeople — Quotes That Stay on Message

Day 9: Managing Nerves and Peak Performance

- Physiology of Speaking Anxiety — Turning Adrenaline Into Energy
- Pre-Speech Routines and Warm-Ups — Consistent Readiness Before Stage
- Cognitive Reframing of Fear — Confident Self-Talk for Speakers
- Recovery From Blanks and Mistakes — Graceful Continuation
- Recorded Rehearsal With Structured Peer Feedback — Measurable Delivery Gains

Day 10: Practising the Signature Keynote

- Speech Architecture and Story Integration — Final Keynote Script
- Rhetorical and Vocal Rehearsal on Stage — Delivery Polish
- Live Question Session With Hostile Challenges — Applying Bridging Skills
- Before and After Video Comparison — Evidence of Speaker Growth
- Signature Keynote — Delivery to a Simulated Conference Audience

Applying Public Speaking Skills After the Course

- Deliver a five-minute talk at an internal meeting using a hook, a story and a call to action, and record it to compare with the course baseline.
- Prepare a question anticipation matrix for the next public or senior presentation and rehearse bridging answers with a colleague.

Public Speaking Skills Questions FAQ

What are public speaking skills, and why do they matter now?

Public speaking skills are the abilities to structure, deliver and defend a talk so that an audience listens, remembers and acts. They matter now because leaders speak to larger, mixed and online audiences where one talk can shape reputation.

Which roles gain most from public speaking skills training?

Managers, specialists and spokespeople who address large or senior audiences gain most. Engineers speaking at energy conferences, clinicians presenting to hospital boards and finance leaders briefing investors all rely on persuasive structure, strong voice and calm handling of questions.

How does this public speaking skills course differ from a presentation skills course?

It goes beyond slide-based presentations to keynotes, speaking without notes, rhetoric, vocal technique and hostile questioning. A presentation skills course usually focuses on preparing slides and structuring internal briefings rather than commanding large public audiences.

What do you bring back from public speaking skills training?

You bring back a signature keynote script, recorded before and after videos showing your progress, a question anticipation matrix and a personal warm-up routine you can use before every important talk.

Public Speaking Skills: The Way Forward

The signature keynote gives each participant a tested talk, its script and a recorded performance. Its first use is the next conference, town hall or client event, where it sets the speaker's message and tone. Communications teams can adapt it for other leaders and channels. After its first live delivery, the opening hook and question handling deserve a fresh look based on audience reaction.