



# Communications from the Front

## A five-day course from PanMedia

Communications from the Front is a unique one week training programme which covers every aspect of presentation in five intensive sessions jointly delivered by communications professionals Frank Wintle and Andrew Drinkwater.

The course can accommodate up to 16 members of the client company.

### TRANSFORM YOUR PRESENTATION AND COMMUNICATIONS SKILLS IN ONE WORKING WEEK

- Be confident about who you are when you perform, what your story is and what message you want to get across
- Master your performances:
  - “Live” public speaking from the platform
  - Speaking *to* the camera - video presentation to clients, to staff and to conferences
  - Speaking *for* the camera - media performance
- Learn how to write the spoken word so that your scripts are lively and persuasive and get your audience onside

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*A speech or presentation is an exercise in acting.  
It is entertainment with a purpose.*



*Tusitala (Samoan) means both ‘the storyteller’ and ‘the one who makes things happen’.*

# Introduction

## **FRANK WINTLE writes:**

*Before I began three decades of print, radio and television journalism, I was a drama student. The first book we were told to read was written by Peter Brook, one of the greatest theatre directors of the twentieth century. Here is its opening paragraph:*

*“I can take any empty space and call it a bare stage. Someone walks across this empty space whilst somebody else is watching, and this is all that is needed for an act of theatre to be engaged.”*

*Brook was writing for actors and aspiring actors, telling them that effective performance needs no ornate trappings or sophisticated technology. But over our years of working in corporate communications we’ve learned that Brook’s statement underpins a wider and unavoidable truth:*

*“A corporate officer is presenting to a group of colleagues, clients, prospective clients, analysts, journalists or peers. Like it or not, he or she is now an actor, an act of theatre has been engaged, and an audience has been created with expectations which must be fulfilled.”*

*It is precisely because they deny this truth and its consequences that so many corporate speakers fail.*

*The disciplines that create an effective public speaker and a winning speech therefore stand at the head of our training programme. They inform everything that follows because they supply the fundamentals of persuasive communication.*

***After a five-day programme at iSight Partners in Washington DC, Sarah Korth, a senior intelligence officer, sent this note in an unsolicited email:***

*“This was by far the best speech training I’ve ever received. It was informative, helpful and engaging. Most of what I’ve had before focused on not reading directly off the page, not using distracting gestures/playing with hair and so on, and not using a lot of words on a power point. You definitely took it way beyond the next level and actually broke down *how* to create an engaging speech. I’ve maybe even heard before ‘tell a story’, but you were the first to really explain what that meant, and how to structure it so that it works and flows in a speech. I will definitely use your insights to practise and work on improving.”*



***LET US BEGIN...***

## DAY ONE

# Public Speaking (1)

**We begin the week with a voyage of discovery – a day of learning and exercises in which the students determine WHO they are going to be when they venture onto any real or metaphorical stage.**

We work through and dispose of their fears and inhibitions by turning to confront them.

We uncover and strengthen those positive qualities within each individual, which together will constitute the confident and sympathetic performer.

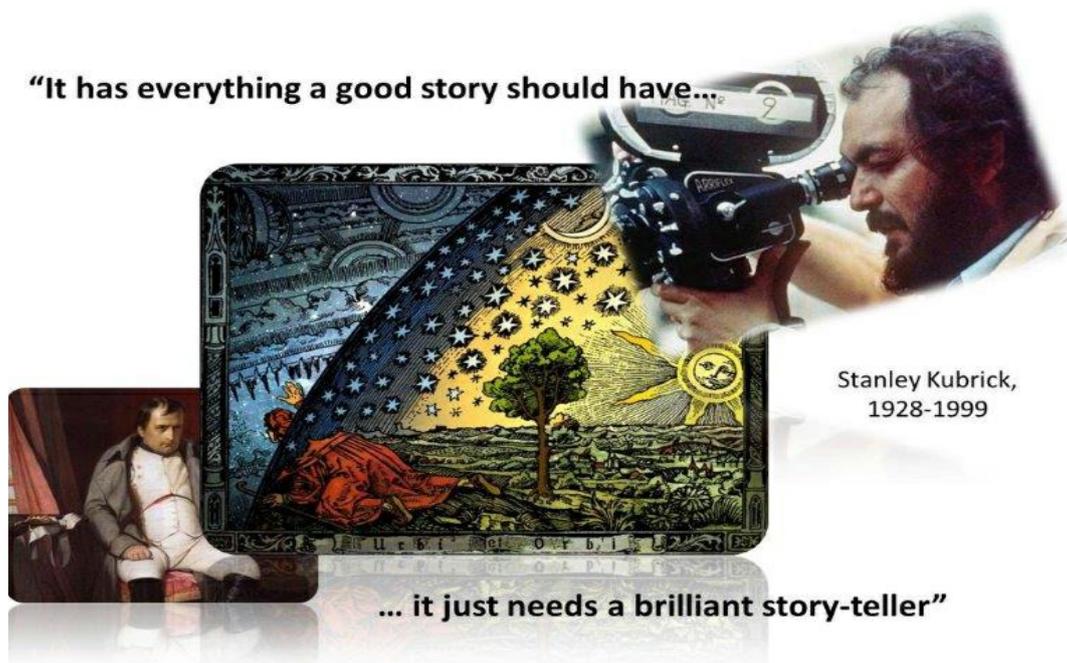
Our first task, then, is to bring from within and build out the character into which the student will step when he or she goes in front of an audience.

Next, we consider what makes an effective speech by analysing some examples and deconstructing their underlying architecture. Students then take that fundamental structure and use it to create a brief speech of their own (each client will have relevant messages, narratives, themes, policies and plans which can be taken, shaped and polished as subject matter).

Lastly in the morning session we look at the use of story and anecdote as essential elements of illustration, elucidation and – given that an audience which isn't excited or amused or otherwise emotionally awoken is fatal to the project – entertainment.

After lunch, we work on style and delivery to ensure that each of our students is able to transcend the mundane and the pedestrian and present in a way which commands attention. We look at various rhetorical tropes and techniques and take a wary walk around visual aids...

...before the day's final session in which, under tuition, the students devise the arrangement and outline the contents of their own full corporate presentations, which they will create as the week progresses for delivery on the fifth day.



## DAY TWO

# Presenting to Camera

**Day Two is a progressive and interactive learning session, evolving and adapting the public speaking skills already learned and developing the skills to build a relationship with the camera and establish rapport with the remote audience.**

More and more clients are now using video to train staff, to provide sales and after-sales services to customers, and to communicate with shareholders and other stakeholders. But we all know from soporific experience that, for example, "Training Video" could be the brand name for a new insomnia cure.

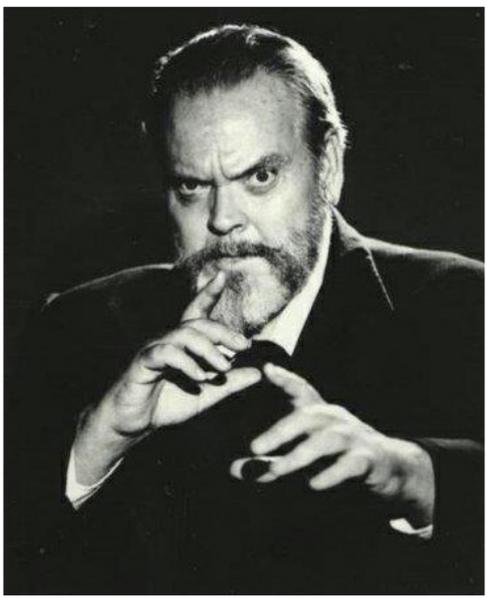
Length, monotony and stodgy delivery are three of the culprits but, more than anything else, failure stems from a fundamental misunderstanding of how to command the camera.

A lot of nonsense is talked about television "abhorring the talking head". This is (and we speak as experienced TV practitioners) the opposite of the truth. Nothing is more fascinating than a human face which has become a stage on which unfaked emotions are making successive appearances.

So this second day's training concentrates on the particular skills needed to build what essentially amounts to an intimate relationship with the camera, in order to "go through the lens" and establish a rapport with the remote audience.

For while the character that was brought into focus in the first day's training is still in play, it is in the restraint and subtle intimation of that character's strengths that the viewer is wooed – and a presenter who has mastered the skills this session imparts is able to deliver an extended 'talking head' without for a moment becoming a bore.

We also address, among other disciplines, the lecture with props, "chalk-and-talk" and how to deliver to the camera while at the same time demonstrating a practical skill or constructing an object.



*"I can think of nothing that an audience won't understand. The only problem is to interest them; once they are interested, they understand anything in the world."*

**ORSON WELLES**

## DAY THREE AND FOUR

# Media Training

**Participants will be split into four smaller groups for four half-day media training sessions on days three and four. This will allow more individual feedback, attention, and coaching.**

Our first two sessions have taught students that, whether speaking on a platform or to camera, the balance of power should always be in their hands. In these two days we confront performances in which that balance is radically reversed: a journalist interviewer is in charge and calling the shots.

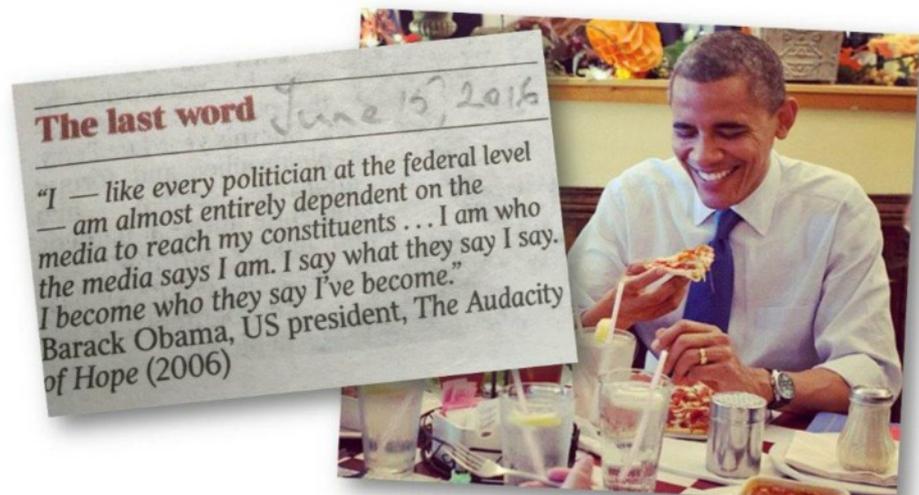
Nevertheless, if we look at the experience from the media's perspective and grasp the rules of their game (and, within reason, respect them) we can regain a modicum of control and emerge from the encounter with our reputation unscathed, our brand untarnished and, hopefully, our image not just intact but enhanced.

*For example:*

- The media don't give a fig about our "key message". In fact if we try to assert it too brazenly, they will go out of their way to contradict it and throw it back in our faces;
- Journalism is not a division of the departments of education or information. It is a multi-billion pound division of the entertainments business; and
- You are the entertainment.

*So the basics of technique are these:*

1. Answer the question. Always. Answer that first question but immediately go on to say something interesting and arresting which gives the journalist and his/her audience a new and compelling idea to chew on and challenge.
2. Tell them a story. That's what they want. That's what journalism is about. Not facts.
3. Keep answering the question, but steer and bridge, steer and bridge (we will practise and rehearse the agility of this) towards...
4. The point and message that you're trying to get across. It comes last, the culmination and conclusion, never first.



## DAY FIVE

# Public Speaking (2)

In the climax to our week all the students come together with their prepared speeches to present a company conference, out of which we will also be producing a mini-video-documentary.

The speeches will be critiqued and evaluated, advice for further learning and development will be given to each student, and senior executives from the client company, together with the moderators, will select and present prizes to the top three speakers.



*“Frank Wintle has now delivered two week-long courses for us here at our research and intelligence fusion centre in Virginia, USA. Frank trained some thirty of my team in public speaking and media performance. Seldom has any coaching been so enthusiastically received or had such an immediately beneficial effect on the quality of public speaking among my staff and appreciation by their various audiences. I was particularly pleased that the more introverted members of my team and those with more esoteric subject areas responded so positively and began to perform lucidly under Frank’s guidance. Many were left with much greater self-confidence. Both weeks left our offices buzzing and the teams were delighted with the new skills they had learned. Many of the attendees still keep in touch with Frank and I am now working on a plan to bring him back to train more staff.”*

**TIM HIND, Vice President, Global Intelligence, iSIGHT Partners**

*“OPENET engaged PanMedia to deliver presentation for camera skills training for its leadership team, technical trainers and SME’s. The purpose was to build our capability around delivering fit for purpose training to underpin a strategic learning management system. PanMedia were more than a training supplier and throughout acted as our partner as we scoped and delivered the programme across several days. Nothing was too much trouble and Frank and Andrew took huge effort to understand our requirements and ensure that they were adding value to us in every aspect. Feedback from those involved in the training was unequivocally positive, and it was a genuine pleasure and privilege to work with Frank and Andrew, who energetically engaged, while patiently and professionally bringing participants along a journey to being much more effective communicators. We are now planning a follow-up programme further to support our skill capability. There is no doubt that PanMedia will be a learning partner with Openet going forward.”*

**JENI BROWN, Human Resources Director, EMEA, Openet**

# The Trainers

## Frank Wintle



After starting out in broadcasting as a presenter, first on BBC Radio 4, next on BBC television and then ITV, Frank moved behind the camera. In his subsequent distinguished career as a writer, producer and director, he won gold and silver medals from the New York Film and TV Festival, the Golden Gate Award from the San Francisco Film and TV Festival, best programme award from the Royal Television Society and an Emmy nomination. He has also written for most of Britain's national newspapers, is a published historian and biographer and has been a visiting professor in media at Williams College, Williamstown, Massachusetts and the University of Vermillion, South Dakota.

In 1993, after the Government-organised ITV franchise auction demolished the company he was working for and transformed the nature of independent broadcasting, Frank created the communications consultancy PanMedia to put his skills and experience – and those of affiliates – at the service of governments, businesses, academia, NGO's and charities. To date the company has worked for, among others, senior politicians in the UK (and government ministers abroad), chief executives, managing directors and divisional heads of multi-national corporations, leading charities and worldwide security organisations. PanMedia's present and past client list includes the BBC, Cisco Systems, Deloitte, Deutsche Bank, Diageo, E-ON Ruhrgas, First Base Technologies, Hewlett Packard, HSBC, iSight Partners, Nominet, Openet, the University of Cambridge, the Institute of Chartered Accountants in England and Wales, the Royal Institution of Chartered Surveyors, the Ecumenical Accompaniment Programme in Palestine and Israel (EAPPI) and the RSPCA.

## Andrew Drinkwater



Andrew has delivered regional and national PR and communications consultancy services for a range of major brands, including Costa Coffee, AXA, Sainsbury's and Starbucks. He has also worked on high profile regional media campaigns for the British Hospitality Association and Vodafone. He was previously Communications Director for Victor Chandler, a leading international betting and gaming company. He was a journalist for 20 years; a senior executive in the regional press before moving to London where he worked for the Sunday Times, Independent, Reuters Television and Sky Sports where he was news editor.

He now delivers training and consultancy to every conceivable type of organisation, including charities, government departments, manufacturers and retail organisations.

Andrew has a profound knowledge of how the media works and how companies, organisations and individuals can leverage the press and enhance their own content to protect and enhance their reputations. He specialises in helping organisations and individuals acquire the writing skills to communicate clearly and effectively to the mass audiences that are now accessible to everyone in the digital age.

Recent clients include: Hyundai UK, The Department for Business Innovation and Skills, Foreign Office, British Heart Foundation, Transport for London, The Outnet, Dune, Selfridges, Save The Children and The Salvation Army.