

STORIES OF SUCCESS EVENTS



BEST OF BEST IN EVENTS: PERSONAL DEVELOPMENT SEMINAR



Award Winner

Public Speaking Mastery 2009

Event Chair: Paul Shine
(YPO Empire State)



Attendees learned what made U.S. President Ronald Reagan “the Great Communicator” in this hands-on workshop that taught them to connect with audiences, inspire confidence and influence behavior. Held in Washington, D.C., the seminar

involved speech prep, one-on-one coaching, and even a delivery of Martin Luther King’s “I Have a Dream” speech in front of the Lincoln Memorial.

In this 9.5-rated public speaking seminar, noted public speaking resource Lynda Spillane helped members understand and overcome public speaking anxiety, master impromptu speaking opportunities, and learn different speech and voice training techniques for maximum effect. Spillane taught them to use the skills of a true orator to influence, persuade and excite any audience. Members said it was a “disciplined approach to becoming a professional public speaker,” calling the seminar a “must-take course.”

“Lynda Spillane has the real stuff,” said one member. “She can really teach speaking!” Another said it was a “great program” and that “Lynda is the bomb!”

What made this program stand out?

With actual presentations given during the program, improvements and changes for attendees were noticeable and take-home value was evident. One-on-one time with resource Lynda Spillane was key. Members went home with clear instructions that they could use in their business, community and personal lives.

What challenges were faced and overcome?

The course covered a lot of material, with long days, so keeping the group engaged for long stretches was a challenge, but well met by the instructor. The chairs also added some group work to the program and had attendees leave the meeting room for a way-out-of-comfort-zone trip to the steps of the Lincoln Memorial for their “I Have a Dream” speeches.

What best practice can be shared with others?

In a twist on the typical seminar schedule, participants went offsite the first night and stayed in the hotel on night two, so that members weren’t out late the night before their final presentations. Each of them was able to have one-on-one time with Spillane as they made final preparations for their speeches the next day.