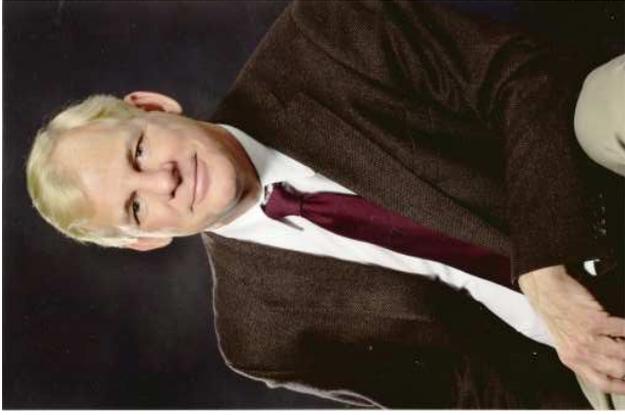


Your Expert Workshop Leader: JOHN PAVAL



American by birth, European by choice, John Paval has trained executives and managers from the U.S., Europe, the Middle East and Asia for over a decade.

John's background in the art of expression includes a prolific career as a professional actor in France, a successful practice as an international business lawyer in Los Angeles, California, award winning poetry and theatrical translations, and advanced studies of classical rhetoric, modern languages, and international law at the University of Michigan, Stanford University, and UCLA.

John is a frequent guest lecturer in the renowned POWER Program in Writing and Rhetoric at Stanford University, and has also lectured in the IFL Int'l MBA Program at Stockholm's Handelshögskola and in leadership classes at Örebro University.

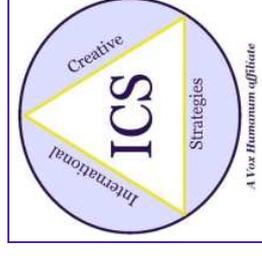
The Alpha Speakers Workshop

“Live the Message”

ICS Sverige

ICS was formed in Stockholm, Sweden in 2003 as an association of experienced trainers in the field of presentation skills. Its mission is to develop new strategies for empowering and reinforcing the human factor in the field of corporate communications in the global marketplace of the 21st century. In a communications environment which is characterized by multimedia technology in the form of high impact advertising, special effects entertainment, and the virtual marketplaces of the internet -- **we believe the human factor is more important than ever.**

Satisfied clients have included Alstom Power, AREVA, Eli Lilly, Ericsson, IDEA International, Mydata Automation, Saab Defense Group, Servier Medical Group, SmartTrust, and others.



Bring your presentations to life!

The Alpha Speakers Workshop goes over every presentation skill and principle of rhetoric you need to prepare and deliver lively and effective presentations. Be prepared to enjoy the most comprehensive workout available in this field today.

Bringing your Life to the Presentation...

Personal Presentation. Every presentation starts with you, so we launch this workshop with a session of exercises and discussion about how you can present yourself physically in the most effective way possible. Then, we go in detail through the best thing which you can do with every meaningful part of your body at the beginning of every presentation or any time you want to be most effective.

Physical and Vocal Action. Everyone, you included, uses gestures, movement, and vocal expression when we are most interested and excited about life. This workshop shows you how to use these skills in a professional way, to focus the attention of the audience and help them remember your key points. So, we use interactive exercises to show you (1) five kinds of gestures you can use to capture the interest of the audience, (2) the five zones of interaction which you can use to build meaningful movement into your talks, (3) the five key vocal skills for adding extra emphasis to your key points.

The Lively Use of Written Texts and Power Point.

What's the secret to using written materials and visual aids in a lively way? Method. You need a method for actively using these materials in an expert way. For written materials, we train you in **Three Beat Delivery**, a step by step method to reinforce your concentration AND your contact with the audience. For power point and other visual aids, we train you in **VIP: Visual Image Protocol**, a three part method that wakes up the audience and actively moves them through your message, step by step.

Bringing Your Message to Life.

Finally, you bring your content to life by learning how to organize your whole presentation into an active structure which moves the audience toward a specific goal. You will prepare and deliver at least two practice presentations, with active individual coaching and group feedback. No more wishing or hoping that the audience "gets it". Instead, you focus on knowing what to do during the presentation itself to achieve your professional goals. When you leave this workshop, you are ready to start using powerful new skills right away, because you have already practiced them in your own presentations.

Your "Action Pack"—The Workshop Lives On...

A successful workshop is not an ending. It is a beginning. So we provide you with a four part "Action Pack" — a set of tools which allows you to relive all or any part of the workshop and continue developing your abilities in the future.

OBJECTIVE TOOLS

The "Action Pack" includes two objective tools to help you remember and understand each set of skills which you practiced during the workshop.

Alpha Speakers Course Cards: Carry the whole workshop in your pocket wherever you go, with these handy, business size cards. Each card is a reminder about one of the set of skills you learned to use in the workshop,

Alpha Speakers Handbook: Refresh your understanding of every skill you practiced in the workshop, and more, with your personalized copy of this volume. The handbook is updated after every workshop to include the latest research after every workshop, and carries the pictures of the workshop participants on the cover.

INDIVIDUALIZED TOOLS

You also receive to personalized tools to help you to focus on how you can use each particular skills to advance your own professional goals..

Individual Diagnostic (Your "I.D"): Want to know what you personally can focus on to improve your presentations and use them to achieve your specific goals? Consult your written diagnostic, prepared by your workshop leader after a careful review of your workshop activities. It analyzes your strengths and weaknesses in each set of skills, and tells you which particular skills can help you meet the goals you set for yourself at the beginning of the workshop.

Workshop Moments DVD: Finally, you can actively relive the entire workshop with this DVD of all your workshop exercises and practice presentations. Additional videos by your workshop leader help you understand and interpret the results, so that you know how best to use them to help you bring your presentations to life in the future.

The Alpha Speakers Workshop can be held for three to six people, to ensure quality training. The standard cost of this workshop is 10 000 SEK per person. However, discounts can be offered for group orders or other circumstances. The only logistical requirement is a room with a screen for power point images. All other materials are provided free of charge.