

MARKETING & COMMUNICATION | COURSE BROCHURE

Public Speaking and Executive Storytelling

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Executives are expected to inspire audiences at conferences, town halls and client events. This course develops public speaking and storytelling: crafting memorable stories, structuring speeches, vocal and physical presence, handling large audiences and media, speaking without slides and managing high-stakes moments.

Stories make messages memorable and leaders relatable. You will learn to speak with confidence and impact.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Speech practice with video feedback, storytelling workshops, voice coaching and audience simulations.

Course objectives

By the end of this course, participants will be able to:
• Craft personal and business stories
• Structure speeches for impact
• Use voice and body language with confidence
• Speak without relying on slides
• Engage large and diverse audiences
• Handle high-stakes speaking situations

Target audience

This course is suitable for:
• Executives and senior managers
• Spokespeople
• Conference speakers
• Business owners
• Emerging leaders



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Target competencies

Participants will develop competencies in:

- Storytelling
- Speech structure
- Vocal presence
- Audience engagement
- Composure

Course outline

Day 1: Why Stories Work

09:00–10:08	Storytelling and the brain
10:08–11:00	Story types
11:00–11:30	**Coffee break**
11:30–11:45	Story types (continued)
11:45–12:53	Finding your stories
12:53–14:00	Exercise

Day 2: Crafting Stories

09:00–10:08	Story structure
10:08–11:00	Detail and emotion
11:00–11:30	**Coffee break**
11:30–11:45	Detail and emotion (continued)
11:45–12:53	Business messages
12:53–14:00	Workshop

Day 3: Speech Structure

09:00–10:08	Openings and closings
10:08–11:00	Speaking without slides
11:00–11:30	**Coffee break**



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11:30–11:45	Speaking without slides (continued)
11:45–12:53	Rehearsal
12:53–14:00	Practice

Day 4: Presence

09:00–10:08	Voice
10:08–11:00	Movement and gestures
11:00–11:30	**Coffee break**
11:30–11:45	Movement and gestures (continued)
11:45–12:53	Nerves
12:53–14:00	Video feedback

Day 5: High-Stakes Speaking

09:00–10:08	Large audiences
10:08–11:00	Town halls
11:00–11:30	**Coffee break**
11:30–11:45	Town halls (continued)
11:45–12:53	Final speeches
12:53–14:00	Feedback

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,890.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Frankfurt Confirmed dates	10 May 2027	14 May 2027	**€2,650.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,890.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
London Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Paris Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,860.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**€3,150.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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