

# MESSAGE BUILDER™

Learn how to build the right message for the right audience at the right time!

## Virtual



Course duration – 8 hours (two 4-hour sessions)

2 Student Presentations

### How is virtual delivered?

**Class Size** is limited to 10 students.

**Workshop Time** is a total of 8 hours delivered in two 4-hour sessions. You can set the times and dates based on your participant time zones.

**Delivery tool** used by iSpeak is Adobe Connect. If your company has a preferred virtual delivery tool, iSpeak may be able to use yours. (Skype, Zoom, GoTo Meeting)

**Student experience** includes instructor live video feed, student live video, student presentation opportunities, live coaching and feedback from the instructor.

**Pricing** The two 4-hour virtual sessions are \$4,000 total. All pricing includes the student digital curriculum.

### Course Topics

- **Purpose and Audience**
  - What is your purpose?
  - Who is your audience?
  - Essence of a message
- **9-Minute Presentations**
  - Attention, Comprehension, Retention
  - Audience attention spans
  - When to use this model
- **iSpeak Quick-Start Models**
  - Quick Start Models
  - How to select a model?
- **PRESENTATION – Quick-Start**
  - With feedback / coaching
- **Structured for Impact**
  - Informative structures
  - Using transitions for flow
  - Influence tactics
  - Applied influence tactics
- **Final PRESENTATION**
  - With feedback / coaching

### What do students say?

*“Thanks for your time and guidance and for supporting our team members for a great discussion.”* – **Div Manickam**

*“Amazing experience of using video presentations to present the class in a virtual format.”* – **Tony Chen**

*“Awesome Training, one of the best I have attended. This is so useful!”*  
– **Aditya Prasad**

*“This is one of the most effective training courses I’ve attended. Besides all the tools and practices, the virtual training also set a great example of how to do remote communication well.”* – **Nick Li**

*“Best online course I’ve ever had at ABS.”*  
– **Matt Mueller**

*“This virtual course was very well conducted and will help me in my job.”*  
– **Unni Nair**

*“Great workshop, very beneficial for sure.”*  
– **Stathis Kalogiton**



### Who should attend?

- Business Professionals
- Sales Professionals
- Engineers / Technical roles
- Managers and Leaders

### Do you have questions?

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