



Government
Events

Speaking and Presenting with Impact

With Lee Jackson

Past President of the Professional
Speaking Association in the UK &
Ireland

Think **billboard** not
document...

@leejackson

bullets kill people
and presentations



@leejackson

ASDA
2120
PRODUCTS
CHEAPER



using DATA



STACKS
MORE PRODUCTS
CHEAPER
THAN THESE SUPERMARKETS

Morrisons
1044
PRODUCTS
CHEAPER



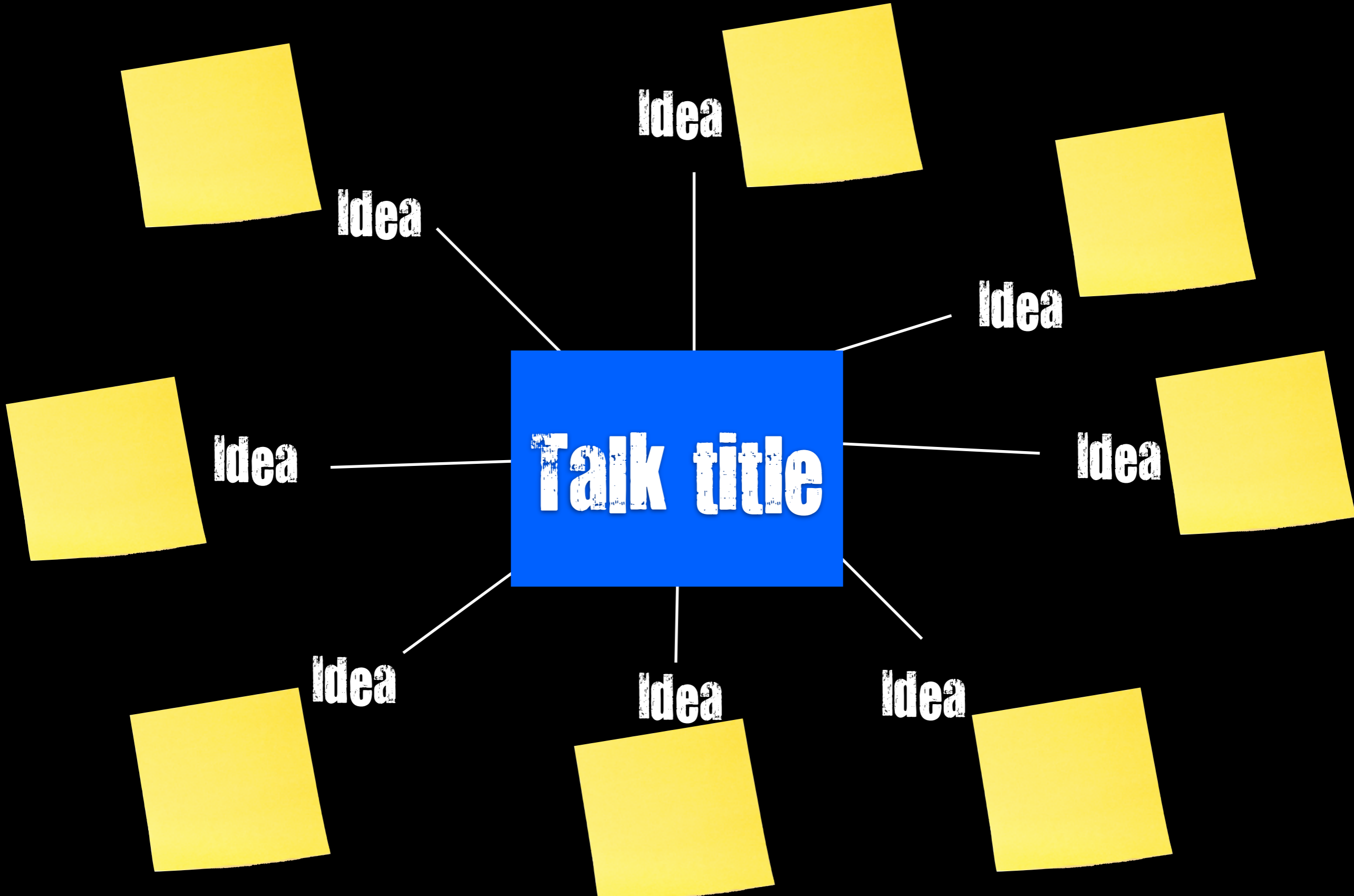
co.uk

Tesco
692
PRODUCTS
CHEAPER



Sainsbury's
360
PRODUCTS
CHEAPER





Start with a blank page

"You don't
do a talk AT
an audience,
you do it
WITH an
audience"

Ken Dodd 1927-2018



X 22

Cognitive psychologist Jerome Bruner suggests we are 22 times more likely to remember a fact when it has been wrapped in a story

Reality!

Perceived

