

Julian Treasure

Speaking topics

How to speak so that people want to listen

Audience: association and corporate conferences, sales, financial advisors, client service, senior management

The circle: listening, speaking and context

Basic listening skills

The seven deadly sins of speaking

Creating great content

The vocal toolbox and how to use it

(Optional) Public speaking masterclass

How to become a great listener

Audience: association and corporate conferences, sales, financial advisors, client service, senior management

The circle: listening, speaking and context

Why we are losing our listening

The dark side: habits that destroy listening

The AGENTS of miscommunication

Seven practices for great listening

The listening organisation

Audience: senior management

The circle: listening, speaking and context

Organisational listening issues

The facts: organisations don't listen well!

The benefits of listening well

Listening structures

Listening practices

Designing with the ears

Audience: architects, designers, organisations selling to them, audio-visual industry

How sound affects people - and why we don't listen

Noise kills... and more

Examples (education, healthcare, hospitality, offices, retail)

The four foundations of good sound in any space: acoustics, noise, sound system, content

Practical guidance for designing experience instead of just appearance

Why you have to do audio branding now!

Audience: marketing management, senior management, marketing sales bodies, marketing and business conferences

How sound affects people

Sound works for brands - the evidence

The audio revolution is coming

How to create BrandSound: five sonic assets and eight channels

Case studies

What is the future of radio

Audience: marketing management, senior management, radio industry sales events, marketing and business conferences

Audio versus video (speaking versus writing)

So what is radio?

Why radio is doing so well

The key role: trusted guide

The audio revolution is coming

Opportunities and threats

Bio

Julian Treasure is a sound and communication expert, author and international keynote speaker. Collectively his five **TED** talks (plus multiple **TEDx** talks) on various aspects of sound and communication have been viewed more than 80 million times; *How To Speak So That People Want To Listen* is in the top 10 **TED** talks of all time.

Julian's first book, **Sound Business**, is the seminal work on creating effective business sound. His audio branding company **The Sound Agency** works with major brands worldwide proving that good sound is good business and pioneering the use of generative soundscapes instead of mindless music in spaces like airports, shopping malls and offices.

His second book, **How To Be Heard: Secrets for Powerful Speaking and Listening**, is a practical guide to improving the vital personal communication skills of listening and speaking (both public and private), which have been eroded by our ocular culture, including our obsession with screens. The award-winning book includes many simple exercises; interviews with experts; and potent, transformational concepts gleaned from 30 years' experience as a speaker with a passion for listening.

Julian has been widely featured as a sound and communication expert in the world's media, including TIME Magazine; The Economist; The Times; Oprah's O Magazine; and many international TV and radio stations and podcasts. He is a Liveryman of the Worshipful Company of Marketors, a Fellow of the Royal Society of Arts and a long time musician, remembering with affection his two 1981 BBC John Peel sessions (the bands were Transmitters and Missing Presumed Dead). He lives in Orkney, Scotland with Jane and their daughter Holly.

<http://www.juliantreasure.com>

<http://www.thesoundagency.com>

Introduction

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The trainers

Julian Treasure

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Jane Majendie

Jane Majendie is a world champion martial artist, personal trainer, yoga teacher, and fitness and wellbeing expert. She is the creator of The Majendie Method™, which draws from her many disciplines to deliver intelligent and empowering exercise programmes.

From birth, Jane was fascinated by her mum's yoga practises. She started copying as soon as she could stand and began practising at the age of 2. Aged 4, Jane's parents took her to her first yoga retreat. She excelled in every pose and was even invited to lead adult classes. Yoga became Jane's first love.

After her early introduction to fitness and well-being, Jane trained in the martial art of Tang Soo Do. She achieved Black Belt level after only two years - a record that still stands today. As a Tang

Soo Do competitor, Jane won four World Championships, 28 European titles, and 18 Grand Champion honours.

Jane has a natural talent for teaching. At 16, she opened her first Tang Soo Do martial arts school. The lessons were quickly in high demand, thanks to Jane's unique, encouraging approach and personable style. In 2005, she was named Worldwide Instructor of The Year, and in 2010 she became the first Tang Soo Do instructor to win this award twice. Alongside martial arts, Jane is a qualified instructor in pilates, yoga, and Callanetics, a masseuse and a Reiki Master.

Through her teaching, Jane naturally began to combine elements from her many disciplines, creating tailored programmes that reconnect people with their bodies and deliver much more than traditional exercise. The Majendie Method has helped thousands of people from all walks of life. Examples include creating programs for vulnerable women to boost confidence and awareness of health; delivering alternative physical education to improve children's leadership, teamwork, and fitness; helping hotel chains to have happy, healthy guests; and tackling the everyday aches and pains of teachers with body awareness and de-stressing.

The project

Target audience

A.

Aims and content

B

▶ subpoint

Elements

C

▶ a **subpoint**.

Production

We will produce all the video and audio content in our studio. All content will be custom produced for this project and co-branded, details of the co-branding to be discussed and agreed.

Webinars

For each DLA, we will also run a one-hour **webinar** get the most out of the materials. The webinar will be run in zoom.us with questions by email in advance and/or live text; we will record it and make it available to FAs only.

Content

Subhead

A

Fees

Subhead

a

We look forward to working with you on this exciting program.