

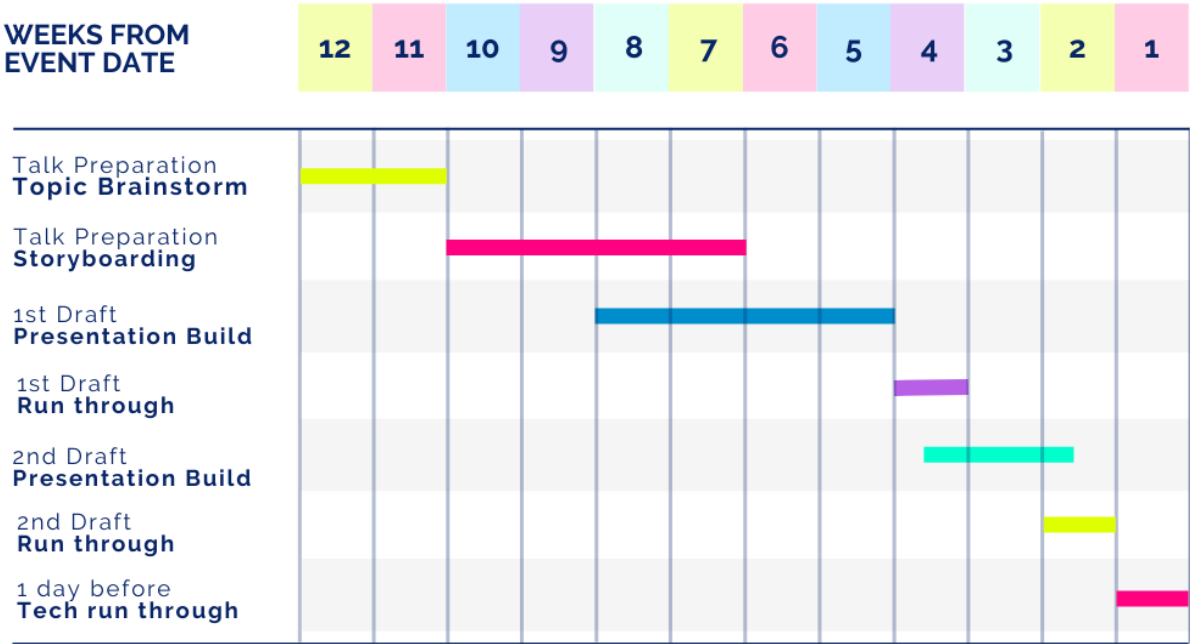
# How Speaker Coaching Works

During your speaker coaching sessions our Speaker Coach will work with you to develop your WIMDI presentation so that it gives our audience some great content and shows off your expertise in the best possible light.

Your WIMDI speaker coach will help you brainstorm ideas, build an outline, and craft a narrative, through-line, and structure that engages your audience. We'll also help you build out your detailed presentation points, work on your delivery and build your slide deck.

## Speaker Coaching Timeline

This process normally takes 2-3 months. We start the process well in advance of the event date, so that we can spread the 10 hours over a relaxed schedule that suits our speakers' other commitments.



## Timeline Breakdown

Here's a detailed breakdown of all the things you'll do with your WIMDI speaker coach:

- 1. Speaker Topic Brainstorming (1 hour)**  
 You'll meet with Holly Burton to brainstorm the perfect topic that's great for both our WIMDI audience and you.
- 2. Storyboarding (2x 1 hours)**  
 In the first meeting, you'll work with the Speaker Coach to build the basic outline of the talk (i.e. chapter headings, sub-headings and key points to be addressed). In the second meeting you'll add more detail to the outline until we know everything to put

into the presentation and we're ready to build slides.

**3. Speaker Coach builds 1st Draft**

Our Speaker Coach will build you a first draft of your presentation.

**4. 1st Run-through (1.5 hours)**

You'll deliver the presentation out loud for the first time to the Speaker Coach so the two of you can see any places that need any revision in the second draft.

**5. Speaker Coach builds 2nd Draft**

The Speaker Coach will make any changes needed to the PowerPoint after the first run-through. The PowerPoint presentation will usually be finalized at this point and ready for your event.

**6. 2nd Run-through (1.5 hours)**

You'll do another run-through with the Speaker Coach, to polish the delivery and make any last changes to the presentation.

**7. Final Run-through (optional)**

If you'd prefer, we can do a third run-through to refine your delivery, and speaking style etc. Experienced or repeat speakers often don't need these, but we're happy to provide them for anyone who'd like some extra support.

**8. Tech Run-through (1 hour)**

This meeting is with you and Holly Burton, who will be hosting your event. You'll discuss and test all the technical aspects of the talk -- Zoom meeting functionality, how to share screens, testing video, audio, and lighting. You'll also review the timing of your talk and design any polls, breakout rooms, and how you prefer to have Q&A moderated.

## **PowerPoint Accessibility**

WIMDI has a specific PowerPoint format that we use for all of our presentations, that has been designed to meet our accessibility standards (Font size, Contrast, Optimizing layout to avoid conflicts for closed captioning on YouTube etc.).

We ask that our speakers use our template – and we are totally happy to do the work of converting your content to our format and running it past you for final approval (so that the burden of work is off your plate).