

# Course : Pitch workshop: Ted Talk style to win over customers

Essential 3h30, distance learning only

*Practical course - 3.5 hours - Ref. 9PI*

*Price : 370 € E.T.*

Do you have less than three minutes to present your idea, project or product? Your objective: to leave a lasting impression by adopting a presentation style inspired by Ted Talks. This practical workshop will help you acquire the right reflexes for convincing, punchy and short communication.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the importance of short, high-impact communications
- ✓ Preparing and practicing storytelling pitches
- ✓ Capture attention with vocal and body techniques inherited from the theater

## Intended audience

Anyone wishing to develop short, punchy communications to win over and convince.

## Prerequisites

No special knowledge required.

## Practical details

### Teaching methods

Active teaching. Interactive quiz. Discover techniques contextualized to your professional environment. Pitch writing exercises, timed and debriefed simulations.

## Course schedule

### PARTICIPANTS

Anyone wishing to develop short, punchy communications to win over and convince.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Preparing your pitch with storytelling

- Learn the basics of pitching with an interactive quiz on the rules of the art (Klaxoon).
- Choose real-life communication situations (past or future), then divide into sub-groups.
- Design the ultra-pitch of your presentation.
- Identify the key messages in each communication situation.

### Hands-on work

Interactive quiz, pitch writing in sub-groups. Individual and group debriefing.

## 2 Rehearse and present your storytelling pitch

- Use oral storytelling techniques inspired by theater.
- Transpose your written pitch into live verbal expression.
- Harmonize verbal (content), non-verbal (body) and para-verbal (voice) communication.
- Use the convincing power of silence to make your argument resonate.
- Submit your presentation in its entirety.

### Role-playing

Individual pitch situations, debriefing and identification of progress points for individual development plans.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates

### REMOTE CLASS

2026 : 19 June, 11 Dec.