



IDEAS ON STAGE

PRESENTATION CREATION · PUBLIC SPEAKING TRAINING AND COACHING · BUSINESS EVENTS



Ideas on Stage helps leaders deliver powerful presentations, create inspiring events and empower their organizations with high quality public speaking coaching and training. In a world of boring conferences and endless meetings, you will stand out and shine.

We created Ideas on Stage in 2010, convinced that successful presentations are a key competitive advantage, and offered a revolutionary blend of storytelling, visual design and speaker coaching. Our intuition was right: our clients realized the value of high-impact presentations, kept coming back for more, and told their friends.

Today the communication experts of Ideas on Stage provide a full range of presentation services around the world in English, French, Spanish, Italian and German.





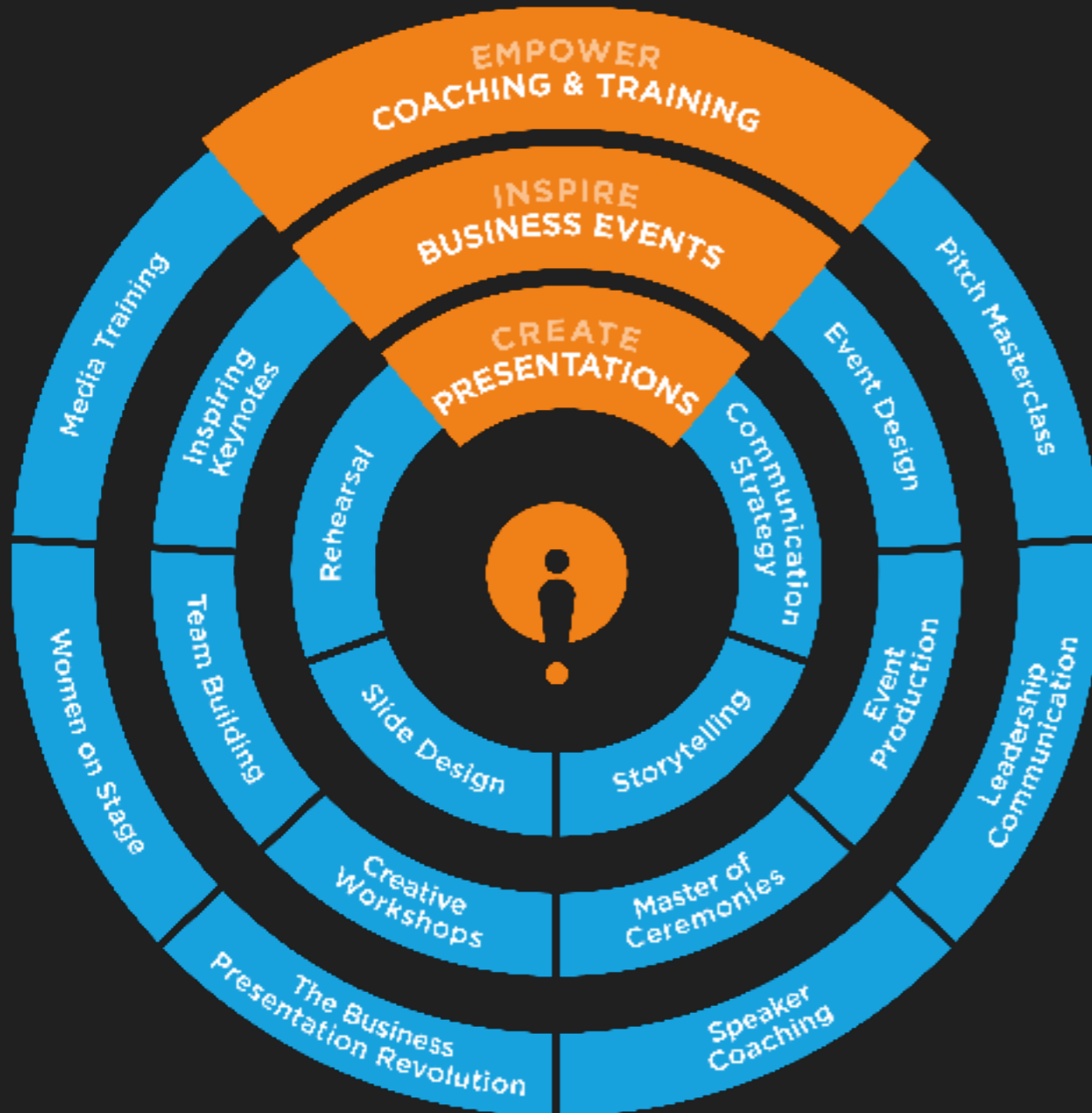
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1

Discover Ideas on Stage



Our services

Presentations

The core of Ideas on Stage's mission is to help leaders to communicate effectively. In a world where most business presentations fail even to keep audiences awake, it is all the more important to be the exceptional presenter whom everyone remembers.

Whether you are preparing for a TED talk, an important sales pitch or a vital board meeting, our experienced specialists will take you through our pSCORE™ presentation generation method, proven in thousands of important presentations and taught at leading business schools like HEC Paris.

From defining clear objectives and choosing key messages, all the way through to a final presentation ready to deliver, we will ensure you communicate clearly, effectively and memorably.

Events & Conferences

We help turn conferences into dynamic, memorable events, working with organizers and senior management to develop agendas and prepare speakers that make a lasting impact.

We begin by helping define transformational objectives, a unifying theme and a presentation and speaker development plan. We then design individual presentations and workshops to meet those objectives, and ensure success through the detailed planning of conference activities all the way to the final applause. Working hand-in-hand with technical teams, we make the big day easier for them, and much easier for the end client.

Our experienced MCs can host the event from the stage to keep energy levels high and keep to schedule. As a result, participants will have a great time, and organizers will exceed their objectives.

Training & Coaching

We offer coaching for public speaking, media training, stage presence and delivery.

Our much acclaimed **The Business Presentation Revolution** training is treasured for its practical application and perspective-shifting approach, which can be customized to fit your organization's needs.

Likewise, the **Women on Stage** training specifically addresses the needs and challenges which women face from within the boardroom to up on stage.

Don't hesitate to ask us if you are seeking another type of communications-based training: many of our courses are made-to-measure for clients with specific needs.

We can build in pitch competitions, improvisation sessions, virtual reality, and everything in-between.



Worldwide Operations

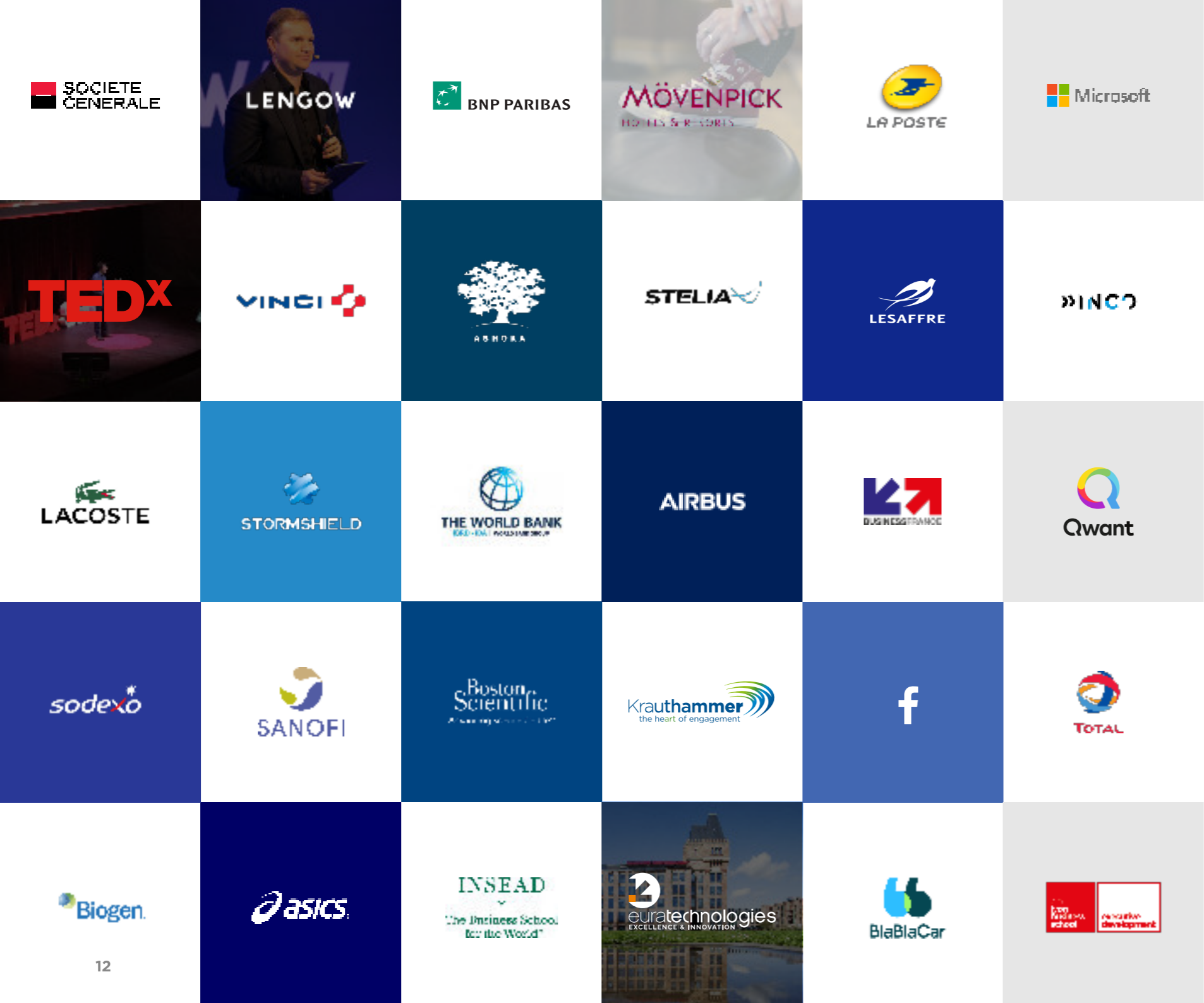
Ideas on Stage operates mainly in Europe and North America, with offices in several countries, but we have delivered workshops and coached speakers all around the world, from Bhutan to Brazil and from Shanghai to San Francisco. Our multinational team includes native speakers of English, French, Spanish, Italian and German.

What this means for you is that we offer a consistent set of services, with the same proven methodologies and the same high quality, all around the world and in several major languages.

If you are a multinational company, changing your communication culture needs a common approach in all locations so you are all moving in the same direction. Ideas on Stage is the only presentation specialist who can truly offer this.

Perhaps you are based far from our offices in Paris, London, Barcelona and Milan? So are many of our clients. Either we can travel to you, or we can work via video link. Our presentation coaches have helped many hundreds of speakers without ever meeting them.

Wherever you are in the world, you can benefit from the same top-quality presentation services from Ideas on Stage.



Our Clients

Our clients come from all industries, all over the world. From Luxury to Healthcare, from Financial Services to Energy, from Hospitality to Consulting, from International Development to Social Entrepreneurs, from Construction to High-Tech, we've helped clients in almost every industry.

This also goes across all functions in companies, because everybody needs to communicate. Naturally we work with many Communications, Public Relations, Marketing and Sales teams, but our work goes beyond product launches, business events and sales presentations. We also help Research & Development departments to communicate their innovations; we help finance directors to present their results and forecasts; we help CEOs to prepare town-hall talks; and we help entrepreneurs to prepare investor pitches.

Our clients can be in any function, in any size of organization, in any industry, and in any place. They have two things in common: a need to communicate, and a desire to be the best.



Team

What makes Ideas on Stage different and successful? Is it our proven methodologies? Our business experience? Our branding and marketing?

These are important, but what makes Ideas on Stage the best in our field is our people.

We stand out because when it comes to business communication, we understand the business as much as the communication. We are an international team with experience as executives and consultants, storytellers and designers, entrepreneurs and business developers, public speaking coaches and event managers, offering a mix of skills you will not find anywhere else. We teach at top business schools like HEC Paris, EM Lyon, Thunderbird, Politecnico di Milano, and Celsa-Sorbonne. So when we work with you, this business focus means we can help you as much with what to say as how to say it.

Our team is also different because we are a strong full-time team. This means almost everything we do is performed by employees, not freelancers. We look after our people so they can look after you. And as a result of our positive, high-performing working environment, most of us have been working together at Ideas on Stage for many, many years.

Ideas on Stage helped me be the best speaker I can be.

—Cesar Harada, TED Senior Fellow



Thanks again to all of you at Ideas on Stage for your great support before and during the event. Feedback has been amazing, with many people saying that it is the best conference they have been to.

—Craig Cochrane, Senior VP Talent & Culture, AccorHotels

I recommend Ideas on Stage for the conception and creation of high-quality presentations.

**—Nicolas Beau
International Director, Chanel**

The credit for my successful, impactful TED talk goes to the entire Ideas on Stage team. I am deeply impressed with your dedication and expertise.

**—Dr Shelly Batra
President, Operation ASHA**

Ideas on Stage's methods have truly revolutionized our way of working, presenting and selling our services.

**—Donatienne Guingamp
HR Director, Columbus Consulting**

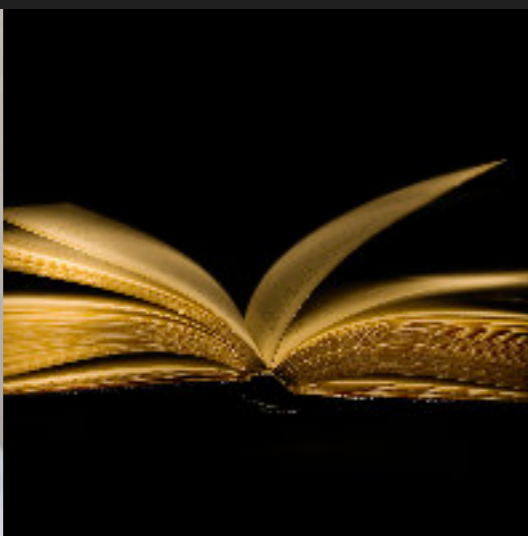


Thanks to Ideas on Stage our presentations are more enjoyable, and the key messages are remembered by the audience.

**—Walter Gmür-Chaumand
MANE, EMEA Training and Knowledge Manager**

2

Presentation Creation





Communication Strategy

The strategy, along with the story, is what differentiates Ideas on Stage from a presentation design company. To us this step is the most crucial to get more than just nice words and pretty slides.

Just having a great story is not enough. There must be a solid strategy behind it, one that amplifies and reinforces your message. Many companies work hard on developing their narrative; but having a narrative alone may not result in the business you are looking to grow or the objectives you wish to reach. This is where we work with you to go beyond the story and uncover and develop your strategic messaging and communication objectives. We work on honing your brand image, and finding the best positioning for your company, as you roll out your longer-term strategic communication.

Whether you are orchestrating a lunch, revamping your corporate identity, implementing organizational change, or telling the story behind your brand, we are there to help you shape the strategy for effective communication.

Stories are important, yet an isolated story will have only limited impact. However, a great story built on a solid strategy will not just spark your audience's attention: it will keep them engaged for the long run and ready to go the distance with you.



www.colombus-consulting.com

Align strategy and communication for flawless execution

What use is a great business strategy if it can't be communicated effectively? And what use is great communication if it is not the expression of a clear strategic vision? By bringing the skills of Columbus Consulting and Ideas on Stage together, we offer a unique service to help you reach your objectives much more easily.

Ideas on Stage has always been a very business-oriented communication company, so we are aware that when leaders are faced with important business challenges, communication is only one part of the picture. With our partners at Columbus Consulting, you can benefit from the skills of more than 150 top-level business consultants, who can help you to set the right course, and put major changes into action from start to finish.

Business success relies on a great strategy served by powerful communication and strong execution. Together, Ideas on Stage and Columbus Consulting cover all the bases, providing you with a clear competitive advantage.

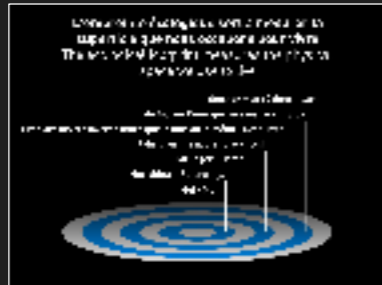
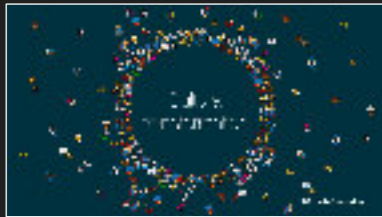


Storytelling

A key phase of presentation creation is the use of Storytelling to build a compelling storyline that will capture the audience's attention from the start, keep that attention, structure the presentation in a clear and compelling way, and communicate key messages clearly and memorably.

Beginning with a structured brainstorm using our exclusive pSCORE™ methodology and creativity techniques, our experienced business storytellers will work with you to understand your objectives, choose the most important messages, and build them into a highly effective presentation storyline.

Taking this a step further, our native-language speechwriters can write the full script of the presentation. This is especially useful when some messages have to be delivered carefully or validated by your legal department, or when presenting in a foreign language.



Presentation Design

If there is one thing more powerful than a compelling storyline, it is a compelling storyline with high-impact slides. After completing the storyline of your presentation, we take the key ideas and concepts and create stunning visuals to clarify and reinforce your spoken messages.

First, our business storytellers will turn your storyline or script into a visual storyboard, with concepts and ideas for illustrations. Then, when you agree to move forward, our in-house designers will turn these ideas into the kind of slides your audience will remember, and you will want to use and re-use.

Using our own tools developed over ten years and thousands of slide decks, we can create PowerPoint slides with pixel-perfect alignment of every element. No more boxes or lines that are misaligned by one pixel. When you need your slides to be flawless, our designers have the tools and the ability to deliver. No wonder even top luxury houses trust us with their most important slides.

For special cases we can create interactive PowerPoint presentations, to be used in kiosk applications or when following a non-linear structure during a sales meeting. When it comes to PowerPoint, we can do anything.



Rehearsal

The secret to presentation success is rehearsal. Regardless of whether you are more comfortable learning your speech by heart, or knowing the key messages and structure but keeping some freedom to improvise around them, the first time you give a presentation will never be as strong as the fifth.

Our specialist presentation coaches will help you to make the presentation your own, and to ensure you are comfortable and ready to deliver it convincingly. Using our **ACE Speaker Coaching** approach, we will give you Advice on your voice, movement, positioning, breathing and eye contact, while ensuring a maximum of Comfort for you while speaking, and providing Encouragement so you feel ready and confident to give your best.

3

Business Events



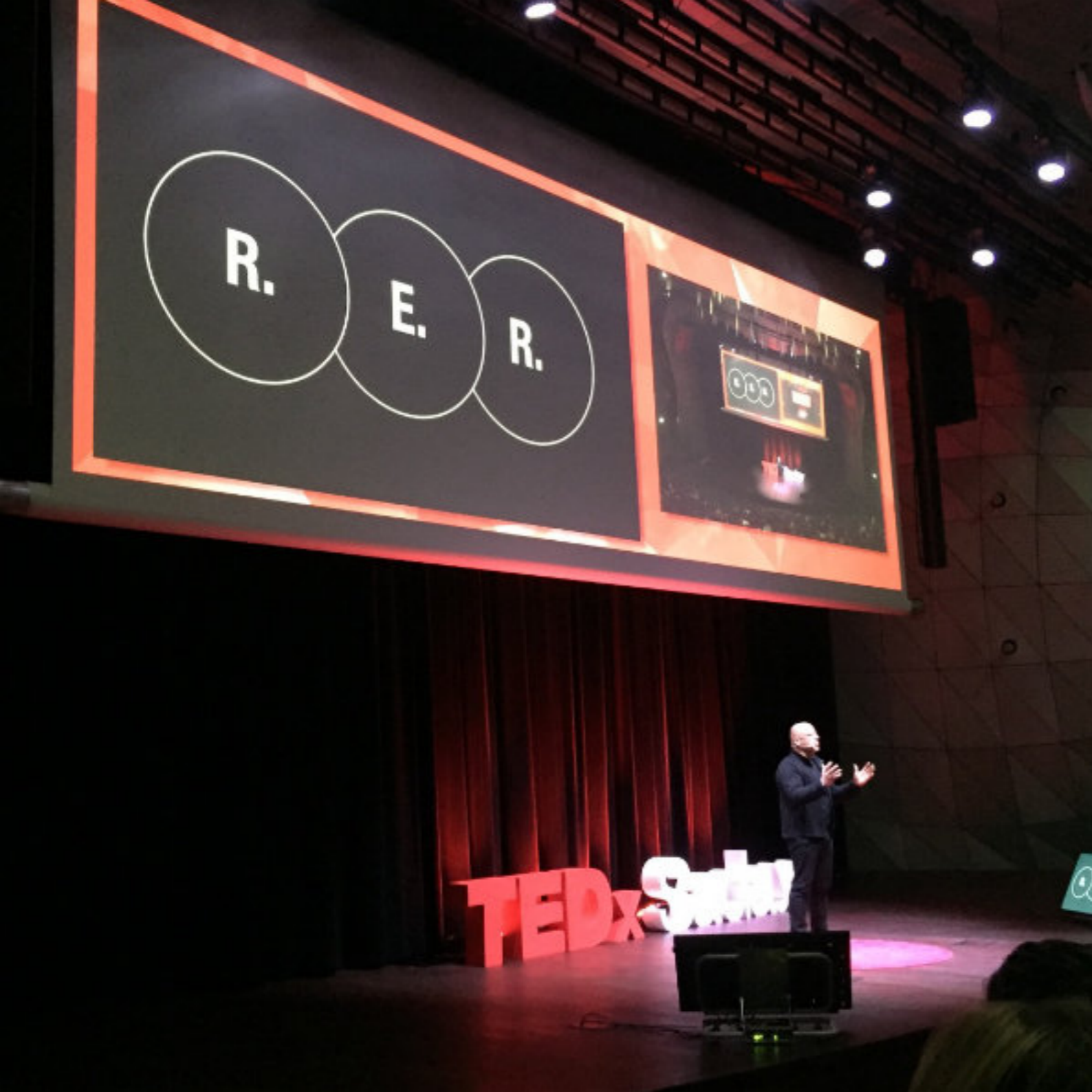


Event Design

When you want your business event or conference, or even just an off-site team meeting, to be memorable for all the right reasons, Ideas on Stage can help you right from the start.

Our experienced event specialists can help you to understand your objectives, brainstorm to find ideas for how to achieve those objectives, establish a theme, plan workshops, exercises and plenary sessions, and choose the right participants, guest speakers and location.

Clients as varied as Mövenpick Hotels & Resorts, Pierre Fabre, Imerys and Airbus have trusted Ideas on Stage to help them imagine amazing events that leave long-lasting memories - and achieve their business objectives.



Event Management

After the design phase, any event then moves into the preparation phase and finally the execution phase. If you have a dedicated, experienced event planner running everything, great. But in most cases, business event planning is an extra task given to someone who already has a full-time job. This is where our specialist Event Managers come in. We take over whichever tasks you need, ask the right questions, and make sure the event preparation is run as a smooth project. This can involve some or all of the following, depending on your needs:

- Detailed project management with regular communication to stakeholders.
- Planning and coordinating all the speaker coaching and slide design activities.
- Coordinating with third party suppliers on your behalf.
- Preparing a detailed technical running order so tech teams know exactly who needs to do what and when, minute by minute.
- Preparing participant badges, on-site signs and posters.
- Acting as a single point of contact during the event to ensure everything runs smoothly.

However big or small your event, and whether you need a little help or a lot, you can count on our Event Production service to help you to prepare for success.



Master of Ceremonies

Leading a conference from the stage is a specialist task. It isn't easy to find the right way to introduce each speaker and make sure the audience claps as they reach the stage, or to react to a talk and make a link to the next one, or to handle audience questions during a panel discussion. The energy level in the room depends very much on the Master of Ceremonies.

Perhaps you have someone on your team who is going to act as MC, but has never done it before. That's a big responsibility, but we can coach that person so they can do a good job and handle the pressure.

Alternatively, you can hire one of our experienced MCs who take all this in their stride. Our MCs serve as champions of your culture, bringing a spark and freshness to your stage. This includes:

- Warming up the stage before your keynote speakers, helping them make the biggest impact possible with your audience.
- Making sure every speaker arrives on stage with a round of applause and enough context for the audience to really understand the relevance of their presentation.
- Facilitating interviews, Q&As and skillfully treading in tricky water.
- Bringing creativity and delight with a new perspective to an event.



**THINK
WITH
YOUR
HANDS**

www.codingandbricks.com

Unleash your team's potential with LEGO® Serious Play® Workshops

At business events, often the most memorable and high-impact parts are the workshops and team-building exercises. Ideas on Stage has imagined and produced many different kinds of exercises, and we see the value in offering something different, fun, yet directly compatible with your business objectives.

Our partner Coding & Bricks specializes in LEGO® and LEGO® Serious Play® workshops. These workshops are highly appreciated as team building activities during business events.

LEGO® Serious Play® is a methodology designed to solve sensitive issues in companies: unlocking a creative block in a Team, improving team collaboration, identifying and solving collaboration issues, etc. Many large companies use it to break the routine and think outside of the box.

4

Public Speaking Coaching & Training





Public Speaking Coaching

Our coaching service is made to measure. Whether you are a senior executive set to present a high-stakes strategy, an organizer looking to have a group of speakers coached for a business event or a start-up founder who's been invited to present at a high-profile tech event, our goal is the same: to make you succeed.

Our Public Speaking Coaching service is tailored to address each individual's strengths and areas for improvement. We choose the most appropriate coach for each speaker, and prepare a made-to-measure program based on our **ACE Speaker Coaching** approach, providing each speaker with three key benefits:

- **Advice:** our specialist speaker coaches will help you with your positioning, movements and gestures; your voice, pace and elocution; your use of eye-contact with the audience; and with other important points such as your attitude, emotions, breathing, etc.
- **Comfort:** we provide tips, tools and exercises to ensure you are physically and mentally prepared for the presentation, and transform potentially negative stress into positive energy
- **Encouragement:** even the most senior executives need to feel confident in themselves and their presentation, so our coaches know that as the big day approaches, they should provide less advice and more positive encouragement.

When the stakes are high, it's important to make sure the speaker is ready to excel. Ideas on Stage has coached thousands of speakers, including many celebrities and well-known CEOs around the world. We are the secret of their speaking success.



TEDx Coaching

Producing a successful TEDx takes a lot of hard work in many different areas, but if everything is well-organized, what determines the success of the event is how well your speakers perform. It's rarely the best-known speakers who deliver the stand-out talks: it's the best-prepared speakers.

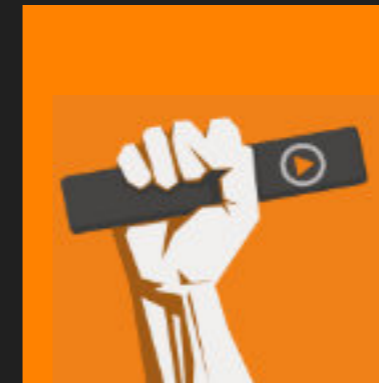
This is where Ideas on Stage comes in. Since we assisted photographer and environmentalist Yann Arthus-Bertrand with his memorable TED talk in 2009, we have helped over 300 TEDx speakers to create, prepare and deliver the talks of their lives. Curators across the world – from Montreal to Paris, from London to Washington DC – have trusted our professional storytelling experts, speaker coaches and designers to get the best out of their speakers.

While most of our work is with major international corporations, helping senior executives with their most important presentations, our approach is to apply lessons from TED to the business world, rather than to apply business speaking basics to TED. So we're not just your usual humdrum speaker coaches: we live and breathe TED every day, whether we're working on a luxury product launch, a startup pitch or a TEDx talk.

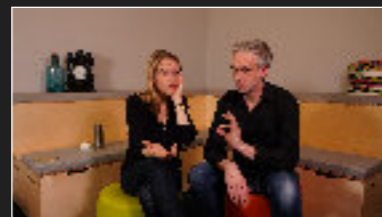
Visit

www.ideasonstage.com/revolution/

Follow the training



Watch the free videos



The Business Presentation Revolution

Our best-selling training course, The Business Presentation Revolution, gives participants a completely new perspective on preparing and delivering presentations. It is built around our own pSCORE™ method, the one we use ourselves when preparing presentations for our clients.

This course can be configured to meet your specific needs and constraints. The full course lasts three days, and can be run as one session or three separate days depending on your schedule. Many clients start with the one-day course, and follow it up with individual coaching for some participants. Other clients compromise with a two-day version.

The Business Presentation Revolution takes participants through the whole pSCORE™ method and covers the four key phases of the presentation lifecycle:

- **Ideation:** Understanding your audience, setting transformational objectives, and brainstorming to find key messages and themes
- **Creation:** Using the art of storytelling to build a clear structure, keep the audience's attention, and communicate memorably
- **Illustration:** Building simple and effective visual aids that support your messages, making them more memorable for your audience
- **Delivery:** Learning to present comfortably and convincingly, connecting with your audience and delivering authentically

Participants benefit from an exclusive 50-page workbook, a guide to the pSCORE™ method which is an invaluable future reference to apply The Business Presentation Revolution in their daily work.



Women on Stage

Women face particular challenges when it comes to presenting: daring to speak up, letting go of the need to please everyone, being taken seriously, and being assertive enough — but not too much.

This one-day women-only workshop helps businesswomen to speak up, stand out and shine.

- Understand the double-bind effect for women when they communicate at work.
- Discover the ten most common traps women fall into when they speak in public.
- Explore what to do instead, and discover the power of presence in delivery, via breathing, voice and posture techniques.
- Learn how to deal with stage fright and embrace your fears.
- Get the recognition you deserve with increased visibility and impact.
- Get support and nourishment within a circle of women committed to their personal and professional growth.
- Discover and embrace your own unique style of communication, that fits YOU and only you.
- Bring your best self center-stage.

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