



# Public Words

## POWERFUL PUBLIC SPEAKING SCHEDULE

8:30 - 9:00	Welcome and Networking
9:00 - 9:30	Your Persona
9:30 - 10:00	Maslow's Hierarchy and Message Positioning
10:00 - 10:30	Networking Break
10:30 - 12:00	Storytelling and the Speech Journey
12:00 - 13:00	Lunch and Networking
13:00 - 14:00	The First Three Power Cues and Your Persona
14:00 - 14:30	Networking Break
14:30 - 15:30	The Other Power Cues and Your Persona
15:30 - 16:30	Putting it all together - the Storyteller's Persona and the Story
16:30 - 17:00	Wrap-up and next steps for speakers