

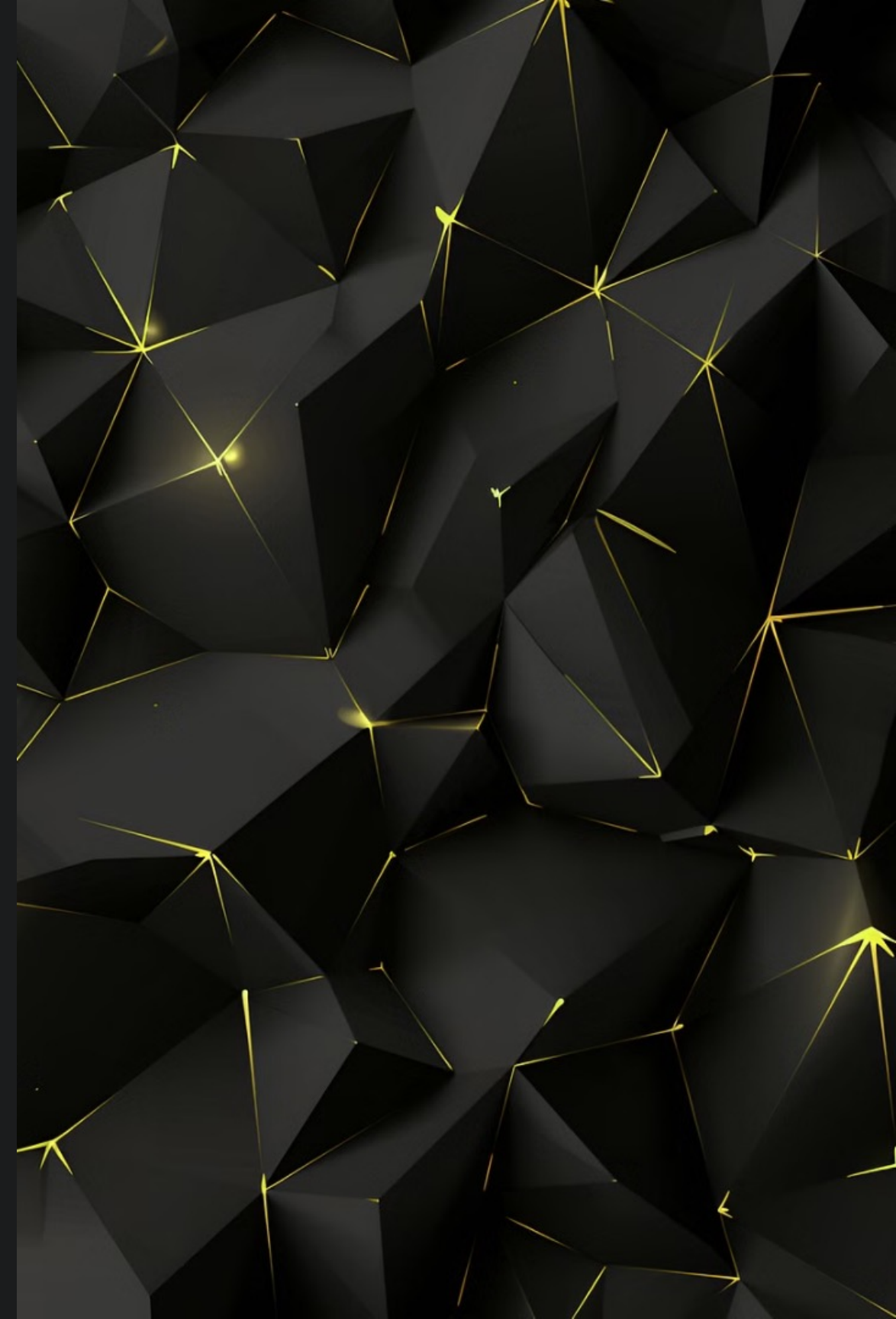
A man in a dark suit is standing on the right side of the frame, gesturing with his right hand while speaking to a group of people. The audience, consisting of men and women in business attire, is seated in the foreground and middle ground, some looking towards the speaker and others looking down at notebooks. The background features a large window with a grid pattern, through which a city skyline is visible. The overall lighting is dim, with a warm, golden glow emanating from the speaker's side, creating a professional and focused atmosphere.

Intentional Speaking - Crush it with Communication.

This session focuses on refining the art of speaking with clarity, building rapport, and successfully navigating the unique challenges of event-based communication. Participants will leave with sharpened communication skills to foster stronger relationships, improve event outcomes, and confidently handle the fast-paced, dynamic environment of the event world.

Workshop Activities & Exercises

The following activities and exercises are designed to help participants improve their communication skills in various aspects of event planning and management.



1. The Power of Your Personal Voice: "The 30-Second Vision Pitch"

Objective:

Help participants speak with confidence and clarity.

Activity:

Each participant has 30 seconds to deliver a vision pitch for an event they are planning or want to create.

Guiding Questions:

- What is the event's core purpose?
- Why does it matter to the community?
- How should people feel after attending?

Debrief:

Provide feedback on clarity, emotional engagement, and conviction. Discuss how tone, body language, and intention affect delivery.

2. Engaging with the City & Customers: "The Storytelling Map"

Objective:

Help participants turn their event messaging into an engaging story.

Activity:

- Participants choose an upcoming event or concept.
- Using a worksheet, they map out a storytelling approach using these prompts:
 - Hero: Who is this event for? What do they care about?
 - Conflict: What problem or need does the event address?
 - Resolution: How does the event create impact or transformation?
 - Call to Action: What do you want your audience (city leaders/customers) to feel, think, or do?

Debrief:

Have volunteers share their stories and discuss how compelling narratives create stronger community engagement.

Takeaway:

"Your Voice, Your Impact" Reflection

- Participants write down one way they will intentionally use their voice in their next event—whether it's in leadership, team communication, or public engagement.

Each activity reinforces:

- Speaking with confidence and intention (Individual Voice)
- Creating alignment within teams (Internal Communication)
- Engaging the city and attendees with storytelling (External Messaging)

"Command the Room" Presence Training

Objective:

Enhance confidence and engagement when speaking in high-stakes situations.

Activity:

- Participants practice delivering a short event announcement.
- The group evaluates body language, tone, and audience engagement.
- Advanced challenge: Re-deliver the message with more energy, eye contact, and audience awareness.

Debrief:

Highlight small shifts that increase credibility, confidence, and impact.

Recap of Key Communication Skills

Throughout this session, we've focused on enhancing various aspects of communication crucial for event planning and management:

- Speaking with confidence and clarity
- Adapting messages for different audiences
- Commanding presence in high-stakes situations

These skills will help you foster stronger relationships, improve event outcomes, and confidently handle the fast-paced, dynamic environment of the event world.

Putting It All Together

As you leave this session, remember that intentional speaking is about more than just words. It's about understanding your audience, tailoring your message, and delivering it with confidence and clarity. Whether you're pitching to city officials, pitching a city, coordinating with your team, or engaging with event attendees, the skills you've practiced today will help you communicate more effectively and achieve better outcomes in your events.

Continue to practice these skills in your daily work, and you'll see improvements in your ability to handle the unique challenges of event-based communication. Your voice is a powerful tool – use it intentionally to create impact and drive success in your events.

Anthony Michael Russo

Anthony@doubledownstrategy.com

414.460.6859

