

PRESS RELEASE

Book Launch – 'Insider Secrets of Public Speaking' – Weds 8 Oct 2014

Acclaimed book on public speaking reveals insider secrets to a wider audience

Two of the UK's most experienced and trusted (1) speaker coaches have teamed up and written a new book about the business of delivering speeches and presentations that stand out from the crowd.

Whilst the ability to speak well in front of others is seen as a key leadership skill, anxiety about doing so remains one of the public's biggest fears according to Psychology Today (2). And whether it's Ed Miliband being castigated for failing to mention the deficit in his conference speech, or the Tesco chairman, Sir Richard Broadbent, being described as 'Mr Panic', a lot can ride on how a person comes across in public.

'As a conference presenter, I often see speeches and presentations that fall short of what they could achieve,' says co-author Nadine Dereza, a former Financial Journalist of the Year, who has a reputation for getting under the skin of complex subjects (3) as an in-demand conference host. 'I saw a need for a hands-on practical guide which will make anyone standing in front of an audience understand how to do a better job of delivering an important presentation or speech.'

To achieve this, Nadine teamed up with writer and former agent-turned-speaker coach Ian Hawkins, himself an award winning public speaker (4). 'I've worked behind the scenes with some of the big names in entertainment, politics and sport,' he says. 'I found I was offering advice to people who make thousands of pounds by making speeches, and I jumped at the opportunity to take some of that insider knowledge to a wider audience.'

The result is *Insider Secrets of Public Speaking*, written in a Q&A format around fifty practical questions about public speaking typical of those asked by clients, colleagues and friends, as well as readers of the PS Programmes blog, covering such subjects as telling a compelling story, remembering your words and dealing with nerves.

Nadine says: 'This will benefit anyone who has to speak in public and wants to give the best performance they possibly can. Some of the questions come from the highest-earning speakers in the country, and we haven't held back on the advice we're giving.'

'I don't believe that any book is a substitute for getting in front of an audience and gaining experience,' adds Ian. 'We learn by doing. Our book is all about guiding people through the practical steps towards excellence.'

And with their experience - Nadine has presented live events around the globe, and Ian has performed stand up comedy on both sides of the Atlantic - they have an unparalleled insight into what problems are commonly encountered in the real world.

'Confidence in front of an audience comes partly from knowing what to expect,' says Nadine, and her instinct is backed up by Dr George Fieldman, a respected cognitive behavioural therapist, who says that the key to overcoming fear is 'to know what you're up against, to demystify it, and to put in practical steps to change your attitude towards it.' (5)

'We have been very discreet and haven't named names,' says Ian, 'but some of the questions in the book relate directly to problems faced by some of the biggest speakers on the circuit. So although newcomers will find this a handy guide to avoiding common pitfalls, Nadine and I have had positive feedback from very experienced speakers who've got something out of looking through the book.'

The launch event is being held at The Battlebridge Room, Kings Place, York Way, N1 on Wednesday 8 October 2014. Kings Place is the stunning centrepiece of the King's Cross development, boasting two world-class auditoria, an art gallery, and superb dining and drinking facilities (6). Cabaret will be courtesy of Jollyboat, fresh back from Edinburgh Festival Fringe with a string of five star reviews under their belts (7). There will also be an opportunity for guests to ask questions of the authors about public speaking.

And with the book already receiving rave reviews from journalist Matthew Parris, former Home Secretary Rt Hon David Blunkett and author Leo Johnson (8) - all of whom regarded as excellent speakers in their own right, as well as industry giants (9), it looks set to become *the* book for both aspiring and experienced speakers everywhere.

Insider Secrets of Public Speaking: answers to the 50 biggest questions on how to deliver brilliant speeches and presentations is available from Amazon in Kindle, soft and hard cover.

<http://tinyurl.com/pokamot>

ENDS

EDITORS NOTES

Authors:

Nadine Dereza is an experienced international presenter, award-winning journalist and conference host. She has presented for BBC, Sky TV, SABC, CNN, Simply Money and Summit TV.

Her company, PS Programmes, provides media and presentation coaching to individuals and corporations.

Ian Hawkins is a comedian who has written for TV, radio and headline comedians. For five years he worked as an agent at the UK's largest speaker agency, securing two of the five biggest deals in the company's 20-year history.

Alongside live work as a comedian and event host, he coaches speakers from business and sports backgrounds.

***Insider Secrets of Public Speaking* is published by Rethink Press.**

To receive a review copy of *Insider Secrets of Public Speaking* or to speak to Nadine Dereza and Ian Hawkins please contact Tom York
thomaswyork@gmail.com

SOURCES

- (1) Ian Hawkins is 'one of the UK's most trusted speaker coaches.' Square Mile
- (2) <http://www.psychologytoday.com/blog/the-real-story-risk/201211/the-thing-we-fear-more-death>
- (3) 'Nadine really gets under the skin of complex and difficult subjects.' Crown Business Communications.
- (4) UK & Ireland Toastmasters Speech Contest Bronze Award, 2013
- (5) Dr George Fieldman
BSc, PhD, CPsychol, CSci, BABCP, UKCP, FRSA
Chartered Psychologist - Cognitive Behavioural Psychotherapist - Executive Coach - Expert Witness www.fieldman.co.uk
- (6) www.kingsplace.co.uk
- (7) www.jollyboat.co.uk

(8) 'Goes direct to the questions that trouble experienced as well as new speakers. Good, clear, straight advice, exceptionally well-written.'

Matthew Parris, Journalist, Author & Broadcaster

'Good common sense but from the standpoint of real hands on experience.'

Rt Hon David Blunkett, MP

'A life saver of a book.'

Leo Johnson, Author and Presenter

(9) 'Should be universally used to ensure complete preparation for any event.'

Nick Gold, Speakers Corner

'A welcome addition to a speaker's armoury.'

Diana Boulter, DBA Speakers

'A sensible and eloquent answer to the fears of public speaking. An industry first!'

Mark Cowne, Kruger Cowne