L'AKADÉMIE DU DIGITAL · TRAINING PROGRAMME Qualiopi certification being prepared

Pitch Perfect – Public Speaking

FOR-CMR-M7-A · Relational Communication

Structure, embody and deliver a striking message to an audience, from the interview to the few-minute pitch

DURATION
14 hours — 2 modules of 7h (theory and workshop)

PRICE
On quote

AUDIENCE
Companies & individuals

ACCESS
Access within 2 working days after validation of needs and prerequisites.

Training delivered in co-facilitation, priced by quotation. Rate based on €70 excl. VAT per hour (14-hour module); indicative and negotiable depending on volume, format and context.

Learning objectives

- Structure a clear pitch in a few minutes: hook, message, proof, call to action
- Control your voice, body and eye contact to carry your message
- Handle nerves and the unexpected (memory lapses, difficult questions)
- Adapt your talk to the audience, the time available and the medium
- Receive constructive feedback and improve through filmed practice

Target audience

- Employees, managers and teams who want to improve their working relationships
- Individuals, freelancers and project owners
- Students and learners from schools and training centres

Prerequisites

- No technical prerequisites or particular qualifications.
- Be willing to take part in simulations and group discussions in a supportive setting.

Programme

THEORY Theory Module — Pitch Perfect – Public Speaking

The module presents pitch structures (problem, solution, proof, call to action), hook and storytelling techniques, voice work (pace, intonation, silences), posture and eye contact, handling nerves and difficult questions, and good practice for visual aids.

Objective : know how to structure your message and the levers of an effective talk.

- Pitch structure and storytelling.
- Voice, posture, eye contact.
- Nerves, the unexpected and difficult questions.

Assessment : Quiz and written outline of a pitch.

Welcome & framing	15 min	Present the programme, objectives and schedule; gather expectations. Oral presentation, round-table introductions.	
Structuring your pitch	2h05	Hook, message, proof, call to action; storytelling. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Voice, body and eye contact	2h05	Pace, intonation, silences, posture, use of space. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Nerves, the unexpected and visual aids	2h05	Techniques for managing nerves, difficult questions, simple visual aids. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Summary & assessment	30 min	Go over the key points and assess what has been learned in the module. Group recap, participant feedback.	End-of-module quiz (pass mark ? 60%).

WORKSHOP **Practical Workshop — Pitch Perfect – Public Speaking**

Each participant prepares a pitch on their own subject, delivers it several times to the group with different instructions (length, audience, energy), receives structured feedback and watches their filmed practice to adjust their performance.

Objective : deliver a polished pitch and improve through feedback and filmed practice.

- Preparing a pitch on your own subject.
- Successive run-throughs with varied instructions.
- Structured feedback and filmed playback.

Assessment : Final pitch assessed against a shared grid and progress plan.

Workshop kick-off	15 min	Present the instructions, the confidentiality framework and the split into pairs or subgroups. Oral presentation, forming the groups.	
Writing your pitch	2h05	Writing and formatting the pitch; timing it. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
Practising in front of the group	2h05	Run-throughs with varied instructions (length, audience, energy) and structured feedback. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
Seeing yourself and improving	2h00	Watching the filmed practice; strengths and areas for improvement. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
Debrief & review	25 min	Present your work, draw lessons and write a personal action plan. Oral presentation, group feedback, written action plan.	Written action plan and discussion with the trainer.
Satisfaction survey	10 min	Collect immediate satisfaction feedback. Satisfaction questionnaire.	Satisfaction survey.

Teaching methods and resources

In-person training at our premises or yours, in small groups. A mix of theory, hands-on workshops and practical scenarios.

Required equipment :

No particular IT equipment; room suitable for subgroup work

Assessment methods

Learning outcomes are assessed during and at the end of the training; an attendance certificate is given to every learner.

Accessibility

Training accessible to people with disabilities. Contact us before registering so we can study the adjustments needed.

Funding

Quote or training agreement on request. Qualiopi certification is being prepared: eligibility for OPCO funding will open once it is obtained.

Certification audit planned for T1 2027. No OPCO eligibility before it is obtained.

Trainer(s)

Claire Marguerie — Trainer — cognitive psychology, communication and NLP