

"Nerves are excitement turned inside out, now is your chance to turn them back again and let your voice be heard."



TRAINING
Founded by Chris Dawes Comms

Sports Media & Communication Skills Training, Workshops, & Mentoring

A black and white photograph showing a person's head and shoulders from behind, being interviewed. A hand holds a microphone with a white foam cover towards the person. In the background, other people are visible, some holding phones.

Speaking confidently in front of others opens doors you may not yet even know exist!

www.opendawestraining.co.uk

Sponsors have a choice who to fund, and interaction is as important as skill/achievement!

PUBLIC SPEAKING ENABLES YOU TO:

- Inform people
- Motivate people
- Win over/persuade people

Whilst it is an understandable opinion that a sports person's talking is done by their sporting performances, even more so these days this is not solely the case. A false ceiling of where your sporting abilities can get you can be created by a lack of communication confidence/skills.

Whilst interaction, exposure, appeal, etc. may feel more like something akin to taking advantage of a commodity; when these people are aiding or funding your ability to go further in your chosen sport, the 'using to your advantage' is mutual! However, it is evident that many sports people do not naturally openly communicate with

people they don't know, which is of course a natural human reaction.

- Firstly, Open Dawes Training help you understand why it is so important to interact, and let your true personality, emotions, experiences, opinions etc. out to the media, sponsors, fans, and teams etc.
- From this we then look at the nerves and help you deal with them, and put them back into perspective, so that you can make sure they do not stop you from letting everyone else connect with the real sports star that they put on a pedestal!
- Once we have achieved this, we then look at polishing your style and skills of interacting and communicating with all the relevant people, to make sure that you complete the tool set required to fulfil your potential!

Sponsors have choices where they put their money, and it isn't just on the "best" performer in the sport!

Media have a choice who they interview, and for how long, which in turn determines the level of exposure you/sponsors receive!

Fans talk about and post pictures on social media etc. of the sports people they like most (including their sponsors), which means they are promoting you even whilst you are asleep!

And **teams or other related opportunities** will turn to the sports people they have got to know, respect, and like when they have a requirement!





WHAT'S INCLUDED?

- **Reasons** for letting your personality out to help, fund, and further your sports career
- **Importance** and **advantages** of public speaking or presenting to help your sports career through improved **interaction** and thus enhancing the presentation of your **sponsorship/partnership/opportunity proposition**
- Exploring and Understanding **emotions/thoughts** when speaking with media, sponsors, fans, teams etc. (and putting them into perspective)
- **Nerves** (reasons for them, and ways to manage them and use them to your advantage),
- How to speak with **conviction** and **passion**, be **engaging** and **authoritative**, and get messages over in a **compelling** way
- Basics of Public Speaking skills and how to let others see the **real you**

1 Day Group Course - A fun and engaging opportunity to tackle the usual challenges that we all face when having to speak in front of others; whether that is 2 or 200 people (or more...); speaking from personal experiences from education, social, business, and media environments.

Half Day 1-to-1 Workshop - can either be used as a follow up to the one-day group course, or can be selected as an alternative if preferred. If you wish to do this with one or more colleagues to create a familiar group, this can also be arranged.

Ongoing Mentoring/Management - Open Dawes Training can provide a limited number of ongoing mentoring contracts for sports people/teams/championships, which will enable us to work with you during the course of a season (or part of); including at events if appropriate. This will enable live management and re-working of interaction with media, sponsors, fans, teams etc. Part of this can also include sponsorship acquisition advice/assistance, management, etc.; subject to consultation.

Open Dawes Training can help complete the jigsaw by putting these missing pieces into place to help give you the best opportunity to fulfil your potential; don't leave anything to chance!

SPORTS MEDIA & COMMUNICATION SKILLS

TRAINING, WORKSHOPS, & MENTORING

No matter what your sport, if you are looking to further your sporting career, we help with your nerves and communication skills when interacting with media, sponsors, fans, teams etc.

Groups will be limited to 10 people at most, to make sure that the maximum is achieved from these courses, but still get useful input from other attendees from other walks of life and experiences. A fun and engaging opportunity to tackle the usual challenges that we all face when having to speak in front of others; whether that is 2 or 200 people (or more...), speaking from personal experiences from education, social, business, and media environments.

Courses held at exciting neutral venues throughout the UK.

IDEAL FOR

- Sports people looking to get funding and support to continue their career
- Sports people looking to further their career – ultimately to become professional
- Professional Sports people looking to enhance their own offering
- Teams looking to train their representatives/sports stars

TRAINING SERVICES AVAILABLE

- 1 Day Public Courses (maximum of 10 candidates)
- Half Day 1-to-1 Workshops
- Ongoing Mentoring throughout season (or part of), also including sponsorship acquisition advice/assistance

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