

SPOKESPERSON & SPEECH WRITING

Future-Ready Executive Communication: Digital Presence and Hybrid Influence

A two-day programme in digital & hybrid executive communication, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This programme prepares leaders to communicate effectively across video meetings, recorded updates, webinars, digital town halls and hybrid events. Participants practise concise scripting, camera setup, virtual audience engagement, online Q&A and contingency planning.

What participants will learn

- 01** Improve confidence and professionalism on camera.
- 02** Deliver concise messages suited to digital audiences and shorter attention windows.
- 03** Engage remote and in-room participants fairly and effectively.
- 04** Prepare for technical disruption, recording considerations and online questions.

Who should attend

Executives, senior managers, spokespersons, corporate trainers, communications teams and professionals who lead virtual or hybrid engagements.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Deliver a recorded message or simulated briefing and review the result against a practical checklist.

Detailed programme

Day 1 - Foundations & Core Skills

01 Executive Communication Across Digital Channels

- Choose the right format, tone, length and level of formality for each digital communication need.

02 Camera Presence, Eye Line & Vocal Delivery

- Practise framing, eye contact with the lens, lighting awareness, voice and confident posture.

03 Scripting Concise Video Messages

- Write short, structured scripts with one central message, clear transitions and a memorable close.

04 Virtual Briefing Design & Audience Attention

- Plan agendas, visual support, interaction points and accessible content for online audiences.

Detailed programme

Day 2 - Application, Practice & Action Planning

05 Hybrid Room Management & Inclusive Participation

- Coordinate remote and in-person questions, presenters, moderators and technical support.

06 Digital Q&A, Chat & Challenging Questions

- Respond clearly in live chat and video Q&A, and manage unanswered or follow-up questions.

07 Recorded Update & Hybrid Presentation Simulation

- Deliver a recorded message or simulated briefing and review the result against a practical checklist.

08 Contingency Planning & Personal Readiness Plan

- Prepare backup arrangements, privacy and recording checks, platform etiquette and a continuing practice plan.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Deliver a recorded message or simulated briefing and review the result against a practical checklist.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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