The Art of the Demo

Virtual Program Proposal

The Art of the Demo

Objective

During this program, Butterfield Speaks will focus on the skills the Demo teams need to boost their executive presence, set up their demos in the form of a well-orchestrated, compelling story, and connect the demo to the bigger organization narrative.

The Plan

To create the most effective workshop possible, participants will engage with the Butterfield Speaks curriculum and complete pre-assignments prior to the workshop.

During the workshop, students will learn best practices, share their pre-work, and receive feedback and coaching in both plenary and break-out sessions.

Pre-Assignments

View Video Content on Virtual Performance and Presentation Excellence

Eight Steps to Presentation Excellence
The Virtual Spotlight: Broadcast Skills in the Age of Zoom

Prepare Content to Share during Workshop

Participants will be asked to read chapters from *It's Showtime: Richard Butterfield's Power of Persuasion*. Using this curriculum, each will develop content addressing the following scenarios:

Introductory Powerbite	Introduce themselves and their work.
Storytelling & Structuring	Practice and apply the building blocks of great storytelling and presentation structure to their demos.
Talk Track	Apply a Hook Promise and Roadmap to their Demo talk track and
Conclusion	Build a conclusion that connects the demo to the company narrative.

The Art of the Demo

Kick-off Webinar
During this 90 minute webinar, Butterfield Speaks will set the stage for the Art of the Demo program. We will roll out the Power of Persuasion curriculum and explain the pre-assignments.   **Total time: Approximately 90 minutes**

Set the stage for Communication Excellence
A quick primer on virtual set up, lighting and virtual broadcast skills with Amy Wieczorek **Total time: Approximately 15 minutes each**

Art of the Demo Workshop
Participants will deliver the assigned content as described above, in plenary and breakout sessions. **Total time: Approximately 6 hours**

Typical Agenda

8:00 – 9:50	**Introductory Powerbite; with coaching and feedback (plenary)**
10:20 –10:50	**Story setup and navigation – Two to four people model stories (plenary)**
10:50 – 12:50	**Break into small groups for coaching and feedback (6 each)**
1:30 – 3:00	**Putting it all together and wrap-up (plenary)**