

# Public Speaking and Storytelling

**Language**

English

**Aim:** Communicating clearly, engagingly, and effectively is an essential skill in today's academic and professional environments.

This course helps participants become more aware of their personal communication style while equipping them with the key tools to design and deliver impactful presentations. Each session offers a supportive, hands-on space where students can actively develop their communication skills, learn how to engage an audience and speak with clarity and confidence—without fear.

**Course content:**

The course is designed to be engaging and thought-provoking, encouraging participants to reflect and actively practice their skills. Theoretical input will alternate with practical exercises and simulations, enabling students to experiment with and internalize the concepts explored together.

**The main topics covered in the course will include:**

- The value of preparation
- Key steps to design your speech
- Defining your objective
- Focusing on the audience
- Enhancing storytelling with stories and metaphors
- The three channels of communication: verbal, non-verbal, and para-verbal
- The conference checklist: dos and don'ts
- Key moments in a speech: opening and closing
- Using vocal variety (voice colors)
- Time management
- How to handle questions effectively
- What to do when things don't go as expected

**Educational material provided:**

Bibliography / webliography, slides.

**Teaching mode:**

It will be possible to participate in the course exclusively in synchronous classroom mode (in presence).

**Pre-work:** To participate in the course, you must upload by 15 March a 3-minute personal presentation video. This video will be the starting point for your training programme.

**Final test:**

The final test of the course will consist of a video assignment.

**Faculty for the course**

Tania Paradiso, a graduate in Intercultural Communication, is a trainer, facilitator, and

certified ICF coach specializing in communication, public speaking, emotional intelligence, DE&I and managerial development. She collaborates with multinational companies and universities in Italy and abroad, designing and delivering behavioral training programs. As a consultant for Otherwise, she supports professionals and teams in their development, and she is part of a specialized Public Speaking team that prepares speakers for TEDx events. Her experiences have fueled her passion for personal growth and cultural diversity, shaping her attentive and change-oriented approach.