

FUTURE STARTUP FOUNDERS PROGRAMME

Crafting Connections

Unveiling the Art of Strategic PR & Communications

**FEMME
FORWARD**
Empowering Women in Tech



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ANNA PRODROMOU INC.

About me

I work with executives, managers, and entrepreneurs helping them reach their full potential.



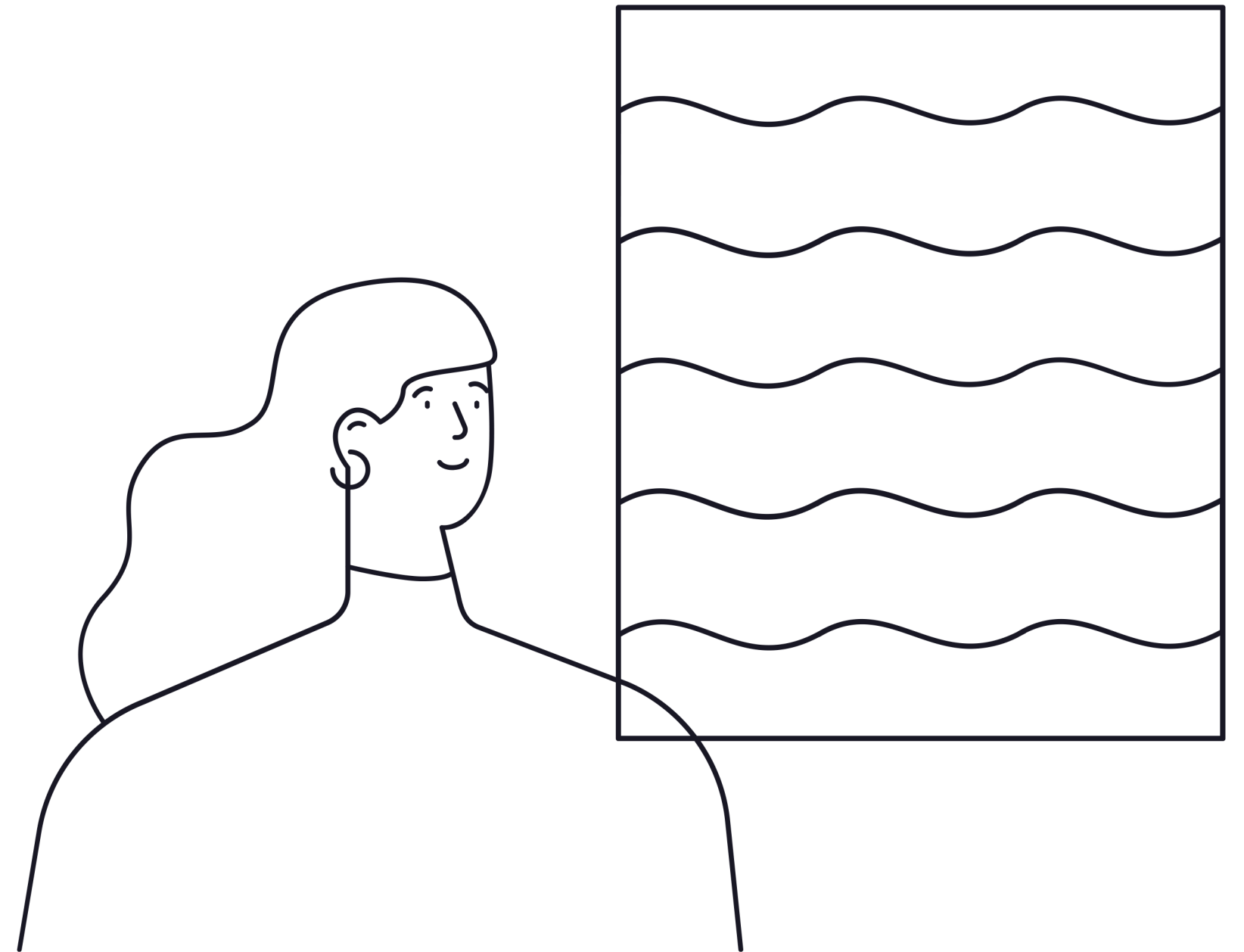


An entrepreneur is a cross between an astronomer and a microbiologist

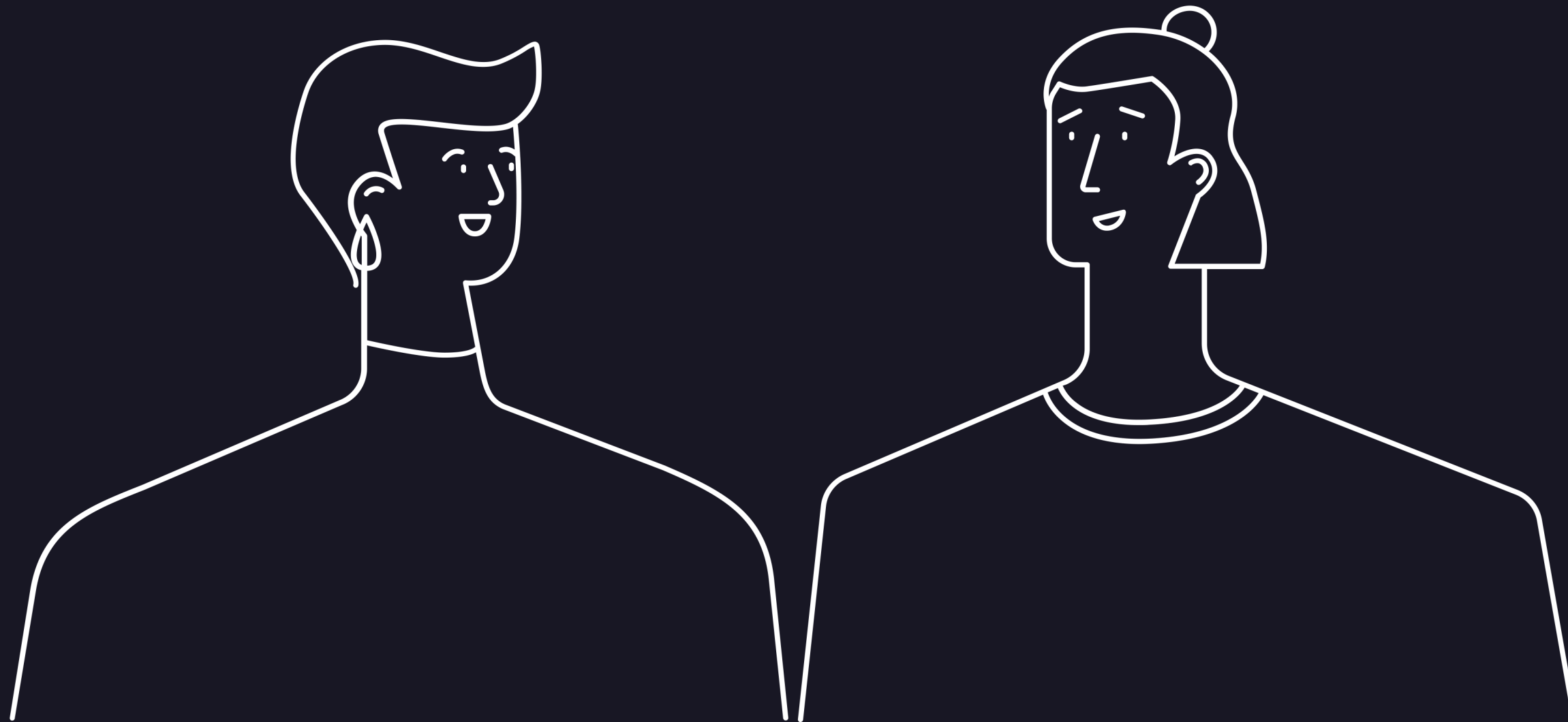
**What you say is JUST as
important as how you say it.**

**Communication
is central in
how we live.**

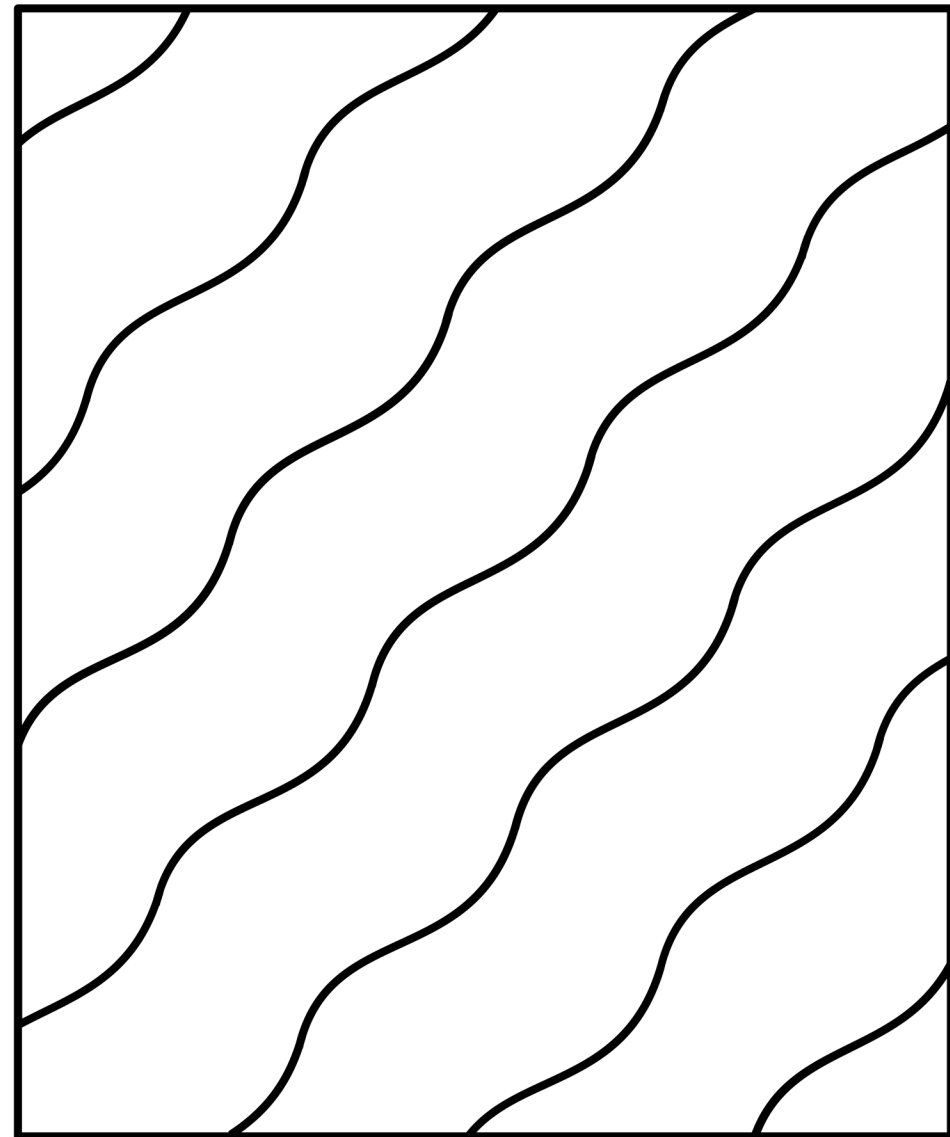
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HOW DO WE COMMUNICATE?



OTHER FACTORS IN COMMUNICATION



METHOD

MASS

AUDIENCE



STRATEGIC COMMUNICATIONS

Strategic communications is communicating the **best message** through the **right channels** measured against well considered organizational communication **specific goals**.

Strategic communications is communicating with purpose, while showcasing value in order to achieve a goal.

Aristotle, 2,300 years ago, wrote the single most important work on persuasion:

Rhetoric, the 3 means of persuasion

Ethos

Logos

Pathos



Ethos

Credibility or authority of the presenter



Logos

Reasoning and logical appeal



Pathos

An appeal to the audience's emotions

3 PILLARS OF PERSUASION

ETHOS

LOGOS

PATHOS

AUTHORITY

REASON

EMOTION

SPEAKER

MESSAGE

AUDIENCE

3 Pillars of Persuasion



ETHOS

What is your business known for?



LOGOS

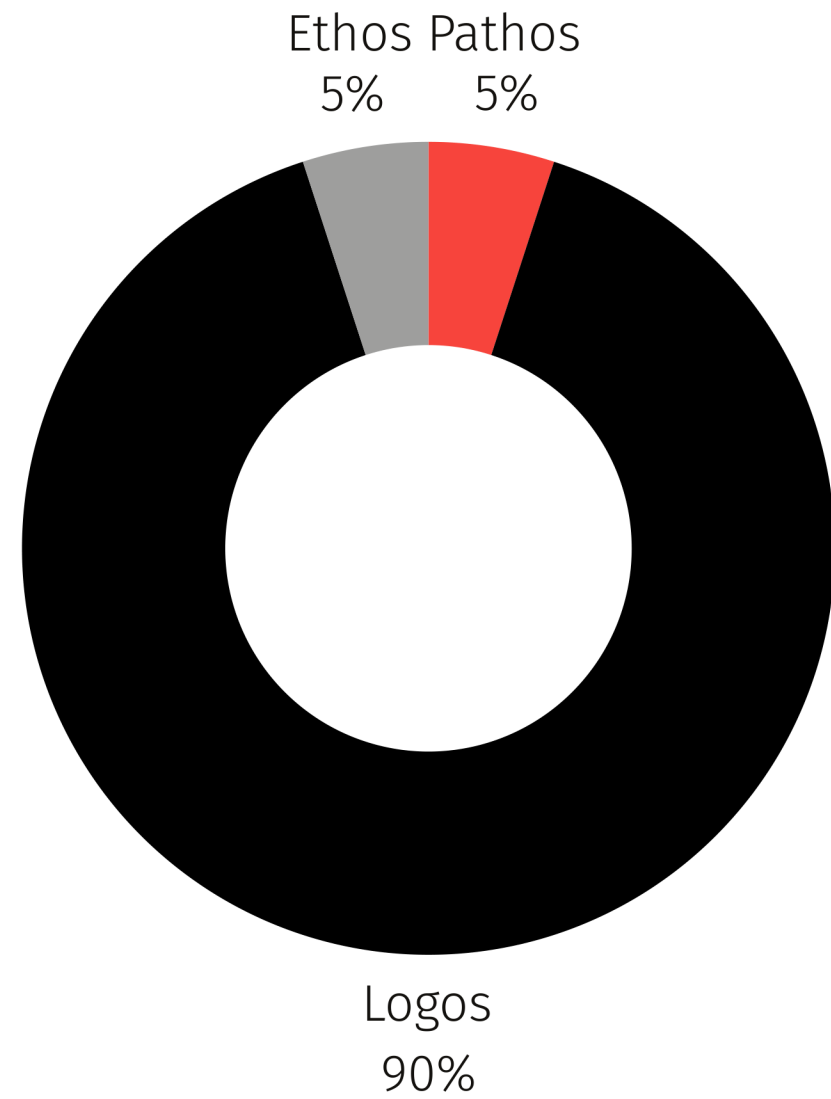
What is the biggest value you bring to the customer?



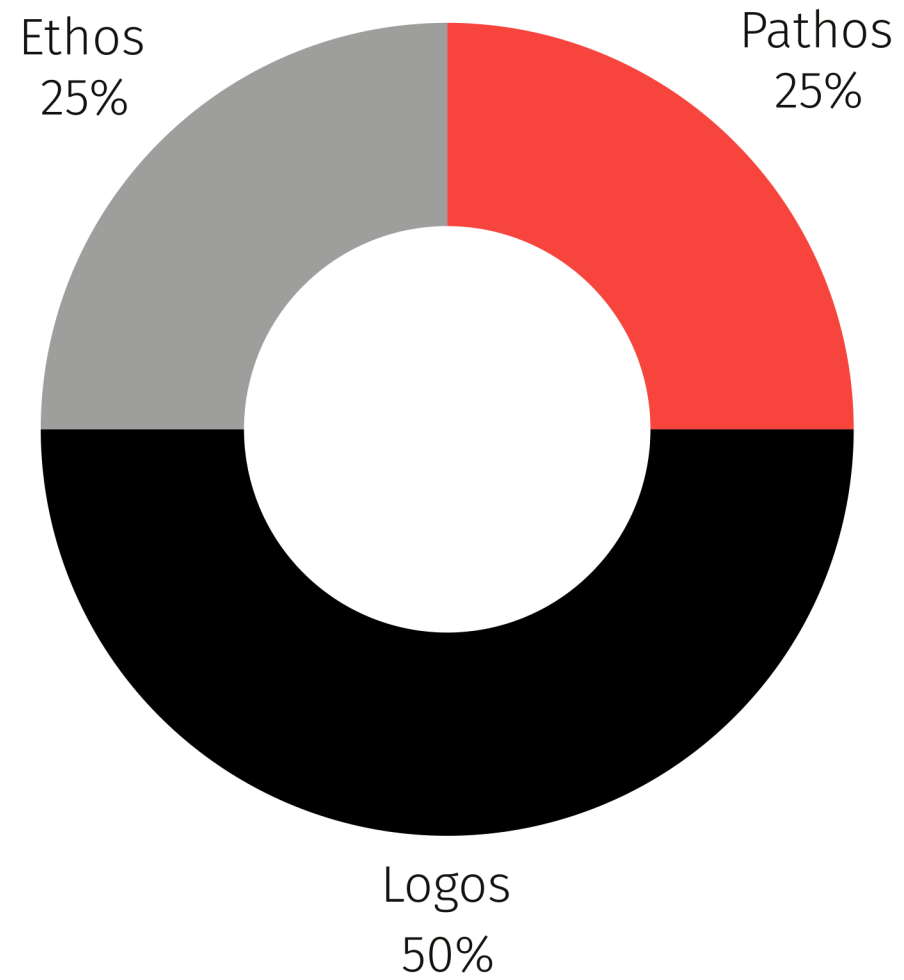
PATHOS

What does your business stand for?

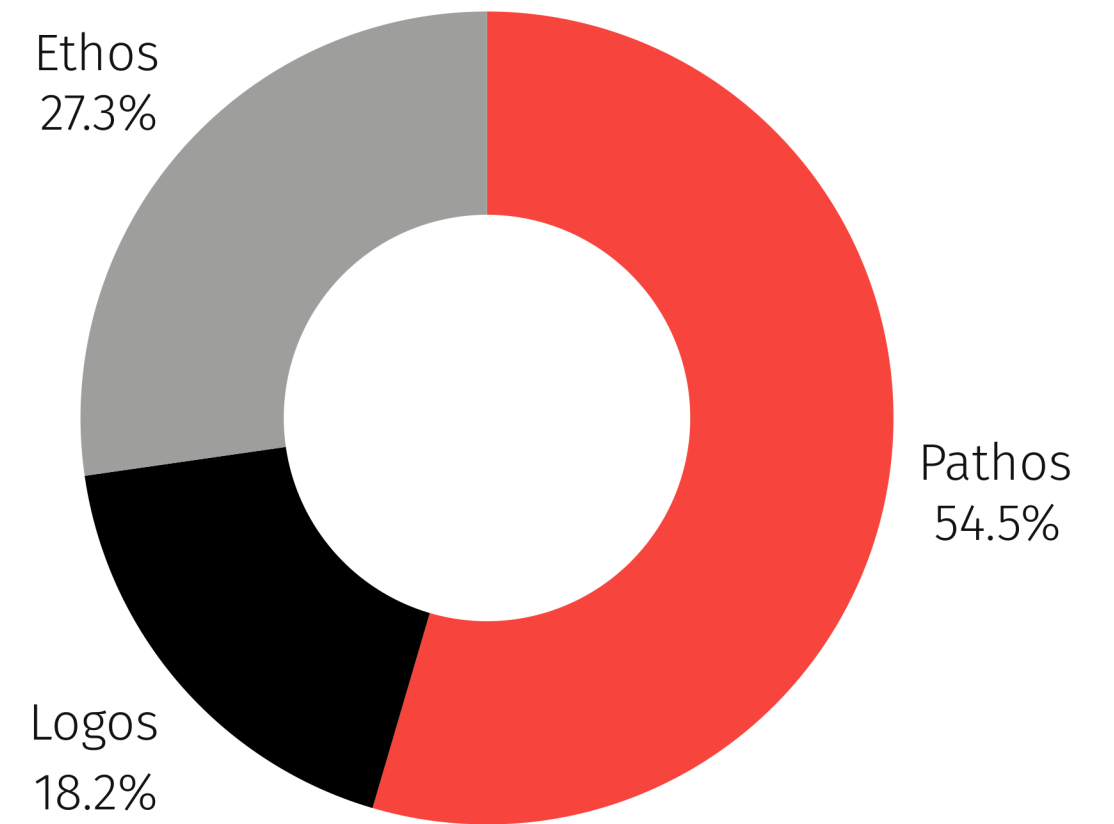
"Technical" Talk



TYPICAL "TECH" TALK

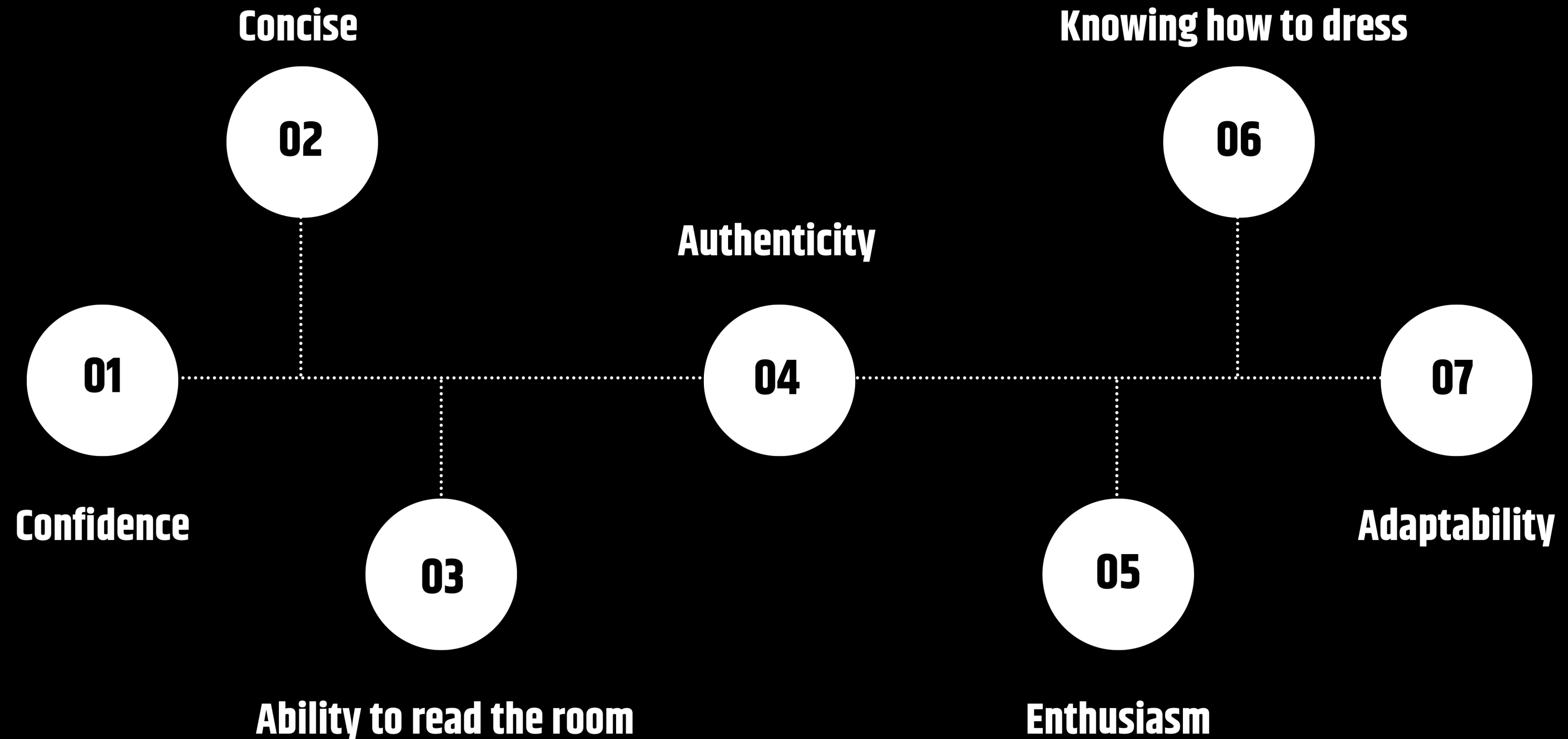


BALANCED "TECH" TALK



TYPICAL TED TALK

Must-have traits for a public speaker



“

**– If I am to speak for ten minutes,
I need a week for preparation;
if fifteen minutes, three days;
if half an hour, two days;
if an hour, I am ready now.—**

–Thomas Woodrow Wilson

An American politician and academic who served as the
28th president of the United States from 1913 to 1921

SPEECH STRUCTURE

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