



What makes a powerful communicator?



WHIPSMART
MEDIA

What is it that makes a powerful communicator? Why do some talks inspire the audience while others bore them to distraction? Learn the secrets of effective communication from multi award-winning TV presenter and trainer Jonathan McCrea.

With 10 years' experience speaking with great communicators from all walks of life, from Hollywood A-listers and Nobel prize-winners to politicians and dot-com millionaires, Jonathan has learned the secrets of how to tell a story that captivates and engages the audience.

Drawing on lessons learned, expert advice and scientific research, 'How to Communicate with Impact' is not just a talk about how to give a great speech or interview. It's a hugely practical session filled with tips and tricks to help you communicate more effectively, whether your audience is one ... or one thousand.

TOPICS INCLUDE:

- **HOW TO WRITE A GREAT SPEECH**
- **CRAFTING YOUR OWN STORY**
- **THE MAGIC OF WORDS**
- **BODY LANGUAGE**
- **HOW TO BEAT THOSE NERVES**
- **THE SCIENCE OF PERSUASION**
- **COMMON MISTAKES**



"A really interesting presentation, delivered in an immensely engaging way".

Manuel Joacham, IAPI Event Coordinator

"One of the best we have had in the 6 years ... A brilliant addition to our speaking panel".

Mari Cahalane, BT Ireland

"I'd certainly recommend Jonathan as a keynote speaker for any business"

Susan Jackson Bank of Ireland Life

ABOUT JONATHAN MCCREA

Jonathan McCrea is a multi award-winning broadcaster and founder of Whipsmart Media, a communications company based in Dublin.

As a professional speaker, Jonathan regularly delivers keynotes and workshops on the art (and science) of effective communication. He is represented by the London Speaker Bureau in Ireland, has a Bachelor's degree in Communications from DCU and has 10 years' experience of live radio, television, events and print journalism. Over that time, Jonathan has picked up the tips and tricks of the world's most powerful communicators: rockstars, authors, politicians, Hollywood A-listers and dot-com millionaires. Armed with a passion for knowledge, he has also examined the scientific evidence in the psychology of leadership, persuasion, and non-verbal behaviour.

As a media trainer with Whipsmart Media, Jonathan has enjoyed a varied portfolio. From astronaut hopefuls and property developers to startup founders and rugby coaches, he has helped individual clients win hearts and minds by crafting their stories. He has also developed programmes for large agencies such as the British Council and Science Foundation Ireland, where he is currently the lead communications consultant for the foundation's 700-strong researcher community.

In 2010, Jonathan created *Futureproof*, Newstalk's flagship science programme that has travelled the globe from French Guiana to the Arctic Circle. The show has won two gold awards at the PPI National Radio Awards and one silver in the four years it has been on air, most recently the 2014 PPI Best Specialist Speech programme. It currently boasts the highest listenership per hour across the entire Newstalk schedule, including weekday programming.

Jonathan also hosts *The Lie*, TV3's big-budget studio quiz show that premiered in February 2014. It returned to screens in October 2014 and will continue its successful prime-time run in April 2015. In 2012, Jonathan presented the critically acclaimed series *The Science Squad* for RTE 1, a 6-part TV series looking at cutting-edge science and technology in Ireland. The fourth series is currently in pre-production.

Jonathan has also been published across a wide range of outlets. He has written about science and technology for the Irish Times and the Irish Independent. He was a regular columnist for Stellar Magazine and Confetti and before that wrote weekly on film for the Sunday Business Post. Jonathan has MC'ed countless public and private events for clients such as Enterprise Ireland, Sony Pictures, The Science Gallery, Electric Picnic, and Adidas among others.

He is currently writing his first book, *Say that Again: The Science of Powerful Communication*.