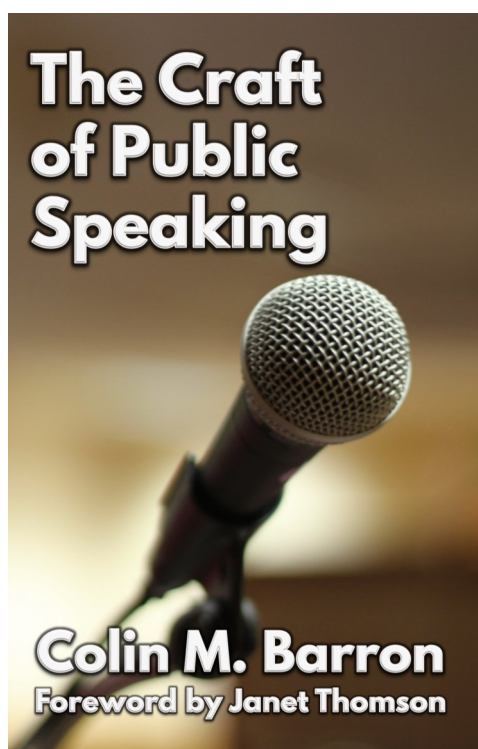


# INFORMATION SHEET



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## The Craft of Public Speaking

Public speaking is one of the most important skills in personal and professional life. Yet too often this key ability is neglected, leading to presentations which are dull, uninspired and poorly delivered.

*The Craft of Public Speaking* examines some of the crucial aptitudes which are fundamental to delivering an effective presentation for listeners. These include preparation, structure and rehearsal, in addition to some of the more overlooked aspects of oration such as the use of visual aids, adding humour, and dressing for success. As well as discussing how to deliver effective live addresses in public settings, the book also covers interview techniques for TV and radio along with how to organise seminars and conferences.

Dr Colin M. Barron has delivered hundreds of lectures and presentations to audiences during a long career, giving speeches on a wide variety of different subjects over many years. In *The Craft of Public Speaking*, he shares the essential knowledge that you will need to become a truly successful public speaker.

### Author Biography

Dr Colin M. Barron was born in Greenock, Scotland in 1956, and was educated at Greenock Academy (1961-74) and Glasgow University (1974-79) where he graduated in Medicine (M.B. Ch.B.) in 1979. He worked for the next five years in hospital medicine, eventually becoming a Registrar in Ophthalmology at Gartnavel General Hospital and Glasgow Eye Infirmary. In December 1984 he left the National Health Service to set up Ashlea Nursing Home in Callander, which he established with his first wife Sandra and ran until 1999. He was the chairman of the Scottish branch of the British Federation of Care Home Proprietors (BFCHP) from 1985 to 1991, and then a founding member and chairman of the Scottish Association of Care Home Owners (SACHO) from 1991 to 1999.

Colin has a special interest in writing; his first non-fiction book *Running Your Own Private Residential and Nursing Home* was published by Jessica Kingsley Publishers in 1990. He has also written around 150 articles for various publications including *This Caring Business*, *The Glasgow Herald*, *Caring Times*, *Care Weekly*, *The British Medical Journal*, *The Hypnotherapist*, *The Thought Field* and many others. He was a regular columnist for *This Caring Business* between 1991 and 1999.

In 1992 Colin was made a Fellow of the Royal Society of Health (FRSH). He is a former member of various societies including the British Society of Medical and Dental Hypnosis Scotland (BSMDH), the British Thought Field Therapy Association (BTFTA), the Association for Thought Field Therapy (ATFT), the British Complementary Medicine Association (BCMA), and the Hypnotherapy Association. Colin has been using TFT since early in 2000, and in November 2001 he became the first British person to qualify as a Voice Technology TFT practitioner. He used to work from home in Dunblane and at the Glasgow Nuffield Hospital. Colin has also had 40 years of experience in public speaking, and did some training with the John May School of Public Speaking in London in January 1990.

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