



CRED: Successful and Skilful Communication 10 June 2026

Programme

Presenter: Joe Cheal, Imaginarium Learning & Development

Time	Session
9:15	Registration
9:25	Welcome from TOPRA
9:30	Introduction & Context Setting <ul style="list-style-type: none">• Definitions: Negotiation and Influence• The Four Qualities of Influential People The Principles of Negotiation <ul style="list-style-type: none">• Results, approaches and strategies• Stages of a negotiation• Tradeable and Concessions: making a negotiation more effective
10:45	Morning Break
11:00	Negotiation Planning & Doing <ul style="list-style-type: none">• Getting Clear about your outcome• Key questions: What do you need to know?• How to avoid surprises• Golden rules and general do's and don'ts Presentation Planning and Structure <ul style="list-style-type: none">• Planning tool – structuring and sequencing• Developing an impactful introduction• Working with the 'mind of the audience' – how to engage!
12:30	Lunch
13:15	Presenting Your Proposal <ul style="list-style-type: none">• Presenting complex information• Handling questions: 'On the Spot' Model
14:45	Afternoon Break
15:00	Presentations with Feedback
16:30	Wrap-up
17:00	Close

Programme subject to changes