

**Man
Bites
Dog.**

The Art of Public Speaking as a Brand Building Tool.

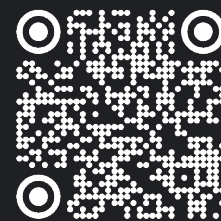
ISC Group

12TH MAY 2026

**Man
Bites
Dog.**



Hello.



Lauren Street
Head of Marketing

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21 years
OF INTELLIGENT
IDEAS

Man Bites Dog.

When dog bites
man, that's not
news. **Man Bites
Dog's a story.**

Marketing & Business *from brand to sales* Development



Man
Bites
Dog.
21 years
OF INTELLIGENT
IDEAS.

WE ARE THE
growth
department
FOR INTELLIGENT
BRANDS.®

At The Convergence Of Knowledge & Technology

We partner with global business, marketing and sales leaders to deliver *growth* through:



We build Intelligent Brands[®] that shape the Next Economy.



Man
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21 *years*
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Poll 1



If you can't explain it simply, you
don't understand it well
enough.

Albert Einstein

Reframing public speaking.

Every speaking platform is an opportunity to build your brand:

- Board decisions
- Direction discussion
- External representation



intelligent BRANDS®

The New Growth Playbook
for High-Stakes B2B Marketing

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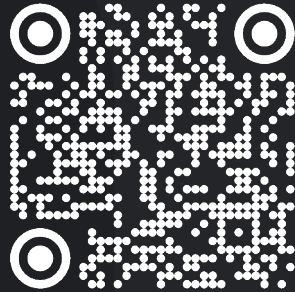
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intelligent BRANDS.®



discover the full report



Be clear with intent.

Why am I speaking?





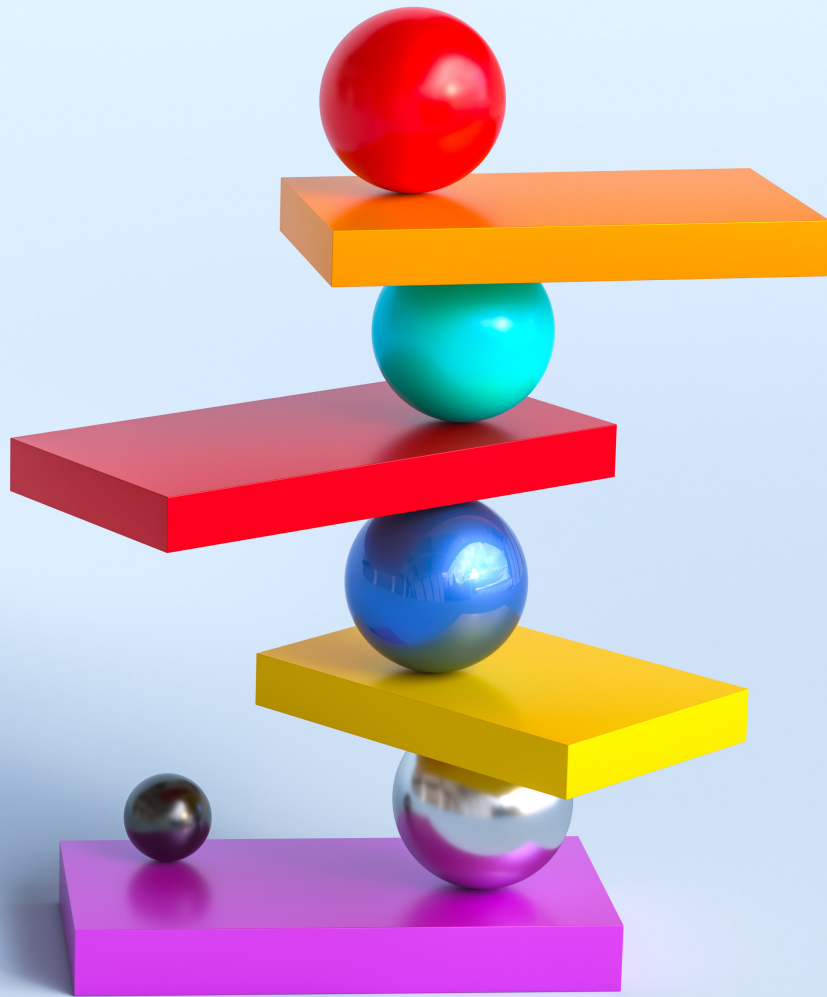
ONE THING

**Man
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Poll 2



Structure = clarity.

Storytelling
makes it stick.





**From narrative to
delivery.**

Let's compare notes!

A few tips.



PREPARE



PRACTICE



SLOW DOWN



PAUSE



Clarity, expertise, point of view.

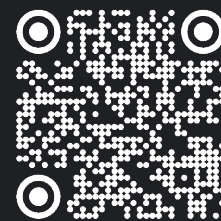


ONE THING

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Thank you.



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