

SASHA SNEGINA

PRACTICAL TRAINING

Speech image.

How to shape
the impression
you make

Voice. Words. Body language.
Four hours of hands-on practice
with Sasha Snegina.

22 NOVEMBER 2026

14:00 - 18:00 / RIGA



**MASTER YOUR VOICE —
MASTER THE SITUATION**

Hotel Relais le Chevalier · Kaļķu iela 20 · 6th floor

The speech image formula

01 Welcome and connecting with the audience

02 The foundations of speech image

How to make an impact from the very first meeting. What to know and where to start.

03 Paraverbal communication

The voice — a modern sales tool. By listening to different voices, we explore the importance of the voice and how it affects sales, personal branding and a company's overall image. Practical ideas and tasks to strengthen paraverbal communication and develop a confident voice.

04 Nonverbal communication

The importance of gestures and facial expressions in communication. Practice to expand your repertoire of gestures, plus the secret to confident eye contact.

05 Verbal communication

The main techniques for logical speech.

06 Palinphrasia

What makes our speech sound uncertain, inexpressive and unconvincing. A bonus exercise to tackle hesitations and awkward pauses.

COFFEE BREAK · 20 MINUTES

16:00–16:20

Time for conversation and new connections.

PART 2 · 16:20–17:50

Self-presentation

A complex form of public speaking

07 4 mistakes that can ruin everything

08 Types of self-presentation

Advice on creating an impressive and effective self-presentation and managing the impression you make. The «THREE LETTERS» rule.

09 Attention hooks, slogans and other ways to engage

A creativity exercise to learn how to present anything to anyone.

QUESTION AND ANSWER SESSION

17:50–18:00