

# LAND AND DELIVER

WITH

*Helen Packham*

STARTS 3RD  
FEBRUARY



## **Welcome to the Land and Deliver Boot Camp!**

This document provides all the information needed to navigate the course and get the most out of it! If you have any questions that haven't been answered here, please contact me [hello@helenpackham.com](mailto:hello@helenpackham.com)

## **Programme dates and length.**

The bootcamp will run between 3<sup>rd</sup> Feb and 21<sup>st</sup> March 2025 with orientation starting 29<sup>th</sup> Jan.

## **Lifetime access to Land and Deliver**

This boot camp is based on some of the content from my comprehensive self-study course Land and Deliver. On joining you will be given lifetime access to the course for use in the bootcamp and beyond. For the purposes of the boot camp, I will be signposting you to specific content that will guide you through the process of creating your idea worth spreading and applying to speak at a TEDx gig as well as developing your speaker skills. Please use this resource to get the most out of the programme.

## **Group Support**

A dedicated Facebook group has been set up and will be active with my support from 29<sup>th</sup> Jan-21<sup>st</sup> March. This will act as an information hub where content will be shared each week and provides links to the group calls. You can ask questions any time, go live, share your thoughts, or even upload your pitch practice videos for group feedback. This is designed to give you maximum support in achieving your goals.

## **Boot Camp Calls**

There are 6 group calls in total and an orientation live to kick off the programme. You will be invited via google calendar and all dates are in the Facebook group, but they are here for your info:

Kick off Facebook live – in the Land and Deliver FB group 29<sup>th</sup> January 9.30am GMT

All other group calls will be held via the same zoom link on the following dates:

## **Dates**

Tuesday 4th Feb 12.30 UK, Tuesday 11th Feb 12.30 UK, Tuesday 25th Feb 12.30 UK

Tuesday 4th March 12.30 UK, Tuesday 11th March 12.30UK, Tuesday 18th March 12.30 UK

*Please note the week commencing 17th Feb there won't be a call due to half term.*

## **Bonus One to One Strategy call**

If you signed up to the Boot Camp in the promotional window between 17<sup>th</sup>-19<sup>th</sup> January You have one 45-minute Strategy call with me that can be taken at any point during the running dates of the programme. Contact me [hello@helenpackham.com](mailto:hello@helenpackham.com) to book your call.

**BONUS SPEAKER Q&A and BONUS MINDSET COACHING SESSION:** These bonuses were available exclusively to those that attended the LIVE Q&A session in

the TEDx Quest challenge. You will be contacted with information on how to book both these sessions.

## OTHER BONUS SESSIONS

- **Advanced TEDx Storytelling Workshop**

Learn how to craft engaging, edge-of-your-seat stories that make your talk TED-worthy.

**Date: Thursday 27th Feb 1pm UK**

- **Speaker Delivery Masterclass**

Master techniques for vocal variety, body language, and stage presence to elevate your TEDx delivery.

**Date: Thursday 6th March 1pm UK**

- **Pitch Practice Session**

Refine your pitch in a supportive group environment, with feedback to ensure it's curator-ready.

**Date: Thursday 20th March 1pm UK**

- **TEDx Event Curators Guide**

Insider tips on finding the perfect event, aligning with themes, and understanding curator expectations. This will be delivered in week 3.

## Format

**This is a hybrid group experience with support delivered in the following way:**

1. Content will be delivered to you every week via the Facebook group, kicking off the week of the 3<sup>rd</sup> Feb. You will also receive a weekly email guiding you to the content to complete and what will be happening that week.
2. Throughout that week you have access to me in the Facebook group to answer your questions
3. Then a group call will be held each week focusing on the topic for that week.
4. This will continue each week (except for half term)
5. Book your one-to-one coaching call to get further support on a specific area (if applicable)

## Your commitment

This programme requires your dedication and commitment to achieving your goals. I am here and committed to provide experience, tools, accountability, and guidance in supporting you to create your signature keynote talk in the ways outlined above. To achieve your goals, follow the content and tasks provided in the course and attend the calls to keep momentum and overcome any mindset or logistical blockers as quickly and smoothly as possible. You are responsible for the actions you do or do not take, and the results achieved. Please note I do not guarantee landing a TEDx gig because of the bootcamp, but I will provide the strategies and tools to support you in landing them yourself.

I am here to help no matter the challenge or issue. Please let me know if you are finding it difficult or you have hit a block so that I can help you overcome it!

Please note the programme is non-refundable.

### **Copyright**

All content within the boot camp and my Land and Deliver course is copyright protected 2025. It is for personal use only and not for sharing outside of the bootcamp.

If you have any questions, please do reach out [hello@helenpackham.com](mailto:hello@helenpackham.com)

I cannot wait to go on this journey with you!

Helen x