IPI Academy

MANAGEMENT forum



Presented by
Management Forum

The Leading Note: Nick Looby with 'Zombie Slaying Communication'

Recorded on **2 July**

Strategies for flexing human-centric techniques that make all the difference when it really counts.

Format:
Recorded webcast

CPD:
1 hours for your records

Certificate of completion

Overview

This FREE webinar is specifically designed to enable you to communicate with any size of audience so that your message gets through, deeply resonates and creates positive change. This skill, sadly, is extremely rare.

All audiences are massively distracted. They are drowning in an ocean of communication noise and the survival skills for any communication professional have become a matter of slaying your zombies.

By the end of this year, it is estimated that we will be sending 267 billion emails a day! Add to this the billions of Facebook interactions, millions of Tweets and countless LinkedIn posts and it is not surprising that we are struggling to be heard, to get through and to make an impact. All audiences are infected with this overwhelming overload, and it is making us more zombie than human.

Zombie slaying is the future of your communication, and this webinar could be your metaphorical machete.

Benefits of attending

By the end of this webinar, you will be able to:

- **Communicate** in a way that rises above the noise of the zombie horde and communicate with impact in both the virtual and the real world
- **Motivate** your audience to take positive action immediately and for the long term
- **Create** impactful messaging that influences and brings audiences with you
- **Become** the person who people want to listen to and is asked to communicate when it really matters

Who should attend?

This webinar is aimed at those who have a responsibility to deliver powerful communication, online and in-person, who hunger for their messages to make a difference and have an impact that lasts.

Leaders of organisations, **managers** of teams and those regularly communicating with colleagues will benefit from the tried and tested, human-centric approach that moves any audience to positive action and slays the noise of the modern zombie horde.

Presenter



Nick Looby

Human-Centric Communication Specialist

Expert in human interaction, the evolved communication landscape, the psychology of impactful messaging and unleashing our forgotten super-powers.

Nick's message is for you if you're drowning in an ocean of communication noise and your career depends on you being heard.

Nick suggests you can (and you must) take this even further. In today's overwhelming communication environment, you can't afford to settle for being heard - you must ensure that you get through!

We all want to enjoy stronger relationships at work and at home, secure incredible success with clients and loved ones and have the sort of fun we deserve through enhanced and impactful human communication. It's not much to ask but we have forgotten how.

Nick has been delighting audiences for over a decade with his power to inspire action. Through focused observation, insightful humour and strategies that every audience can embrace and implement immediately.

With his potent and unique approach to communication, Nick will not only alter the way you think, but, more importantly, transform the way you act. Nick continues to help some of the world's most influential organisations, including HSBC, Bayer Animal Health, Proctor & Gamble, PwC and the BBC to greater success by enabling them to communicate with more courage, influence and purpose.

"The pace of business change today has never been faster and the competition is global. Everyone is looking for a technology silver bullet but it's so often the case of smart computers and dumb companies. Nick could be your answer. He totally understands your most important but complex asset, your people, and his technique can unleash their true potential to let engagement and productivity soar."

Mervyn Middleby: Head of Technology & Operations, BBC Northern Ireland

Course date

2 July

Recorded webcast
12:00-13:00 **UK (London)** (UTC+01)
Course code 16961

How to book

Online:
ipi.academy/3400

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

I hoped to learn tricks and tips that would keep audiences engaged. I believe this objective was accomplished! I thought this was great and, hopefully I'll be able to attend more like this in the future.

Tausha Duncan
Provider Relations Specialist
CGS Administrators
Jul 2 2026

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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