



Education Series Ready, Set, Speak!



Speaker:

Anne Freeman
Speak Out Inc.

Great news! This program is approved for 4 AIA LUs and the early bird registration fee is extended until July 31. Don't miss this opportunity, register now!

We are all aware of the change. Owners are demanding excellence not only in your services but in your presentations. It is crucial to produce an excellent presentation in order to have an advantage over your competition and to win a project. Competition is pushing every firm to prepare aggressively for presentations. But once you have the theme, the content, the graphics, you need a speaker. Where do you find one? No need to search further, find the public speaker in you.

This program brings a jolt of high-energy, practical and experiential techniques that produce lasting changes in communication for the A/E/C industry. You will learn new strategies and approaches to develop skills and confidence. Learn the techniques and practice them with professional speaker and trainer, Anne Freedman.

- Pre-planning tactics to help assure a "yes" response and solid "connection"
- Six techniques to open with impact
- Closing strategies that promote action
- The role of acting, voice control, gestures, and body language
- Using visuals without PowerPoint abuse

This program is designed for Principals, Marketing Directors, Project Managers and other Firm Leaders that are called upon to present to potential clients, or other public groups on behalf of their companies. The curriculum has been specifically tailored to the A/E/C industry.

Hilton Fort Lauderdale Airport Hotel

1870 Griffin Road, Dania Beach
Tel: (954) 920-3300

**Wednesday
August 19, 2009**

Registration & Networking:

8:30 - 9:00 am

Breakfast / Program:

9:00 am - 12:30 pm

Early Bird Special (register by July 31):

\$110 members/\$130 non-members*

Registration after July 31:

\$130 members/\$150 non-members*

**Special discount: 20% discount for additional attendees from the same firm.
Note: Discount will be refunded once payment has been received & group discount approved.*



This program has been approved by AIA for 4 LUs Continuing Education Credits for CPSMs All programs offer SMPS Continuing Education Units (CEUs), awarded according to the following scale: 1 contact hour = 1 CEU.

This program relates to:
Domain 3: Client and Business Development

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to the SMPS

August 19, 2009

Education Series



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