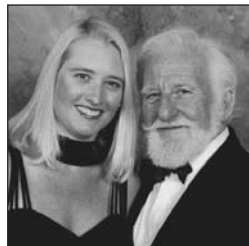


American SPEAKER TRAINING CAMP

www.speakertrainingcamp.com

Meet Your Conference Presenters:



Roy and Jeanette Henderson together have over eighty years experience in the art of presentation. Mr. Henderson has over 52 years of experience in the art of presentation and the study of audience psychology, beginning with Baccalaureate degrees in Drama, Psychology and Acting from the University of London and the Central School of Speech and Drama. As an actor, director and alumnus of the prestigious Royal Shakespeare

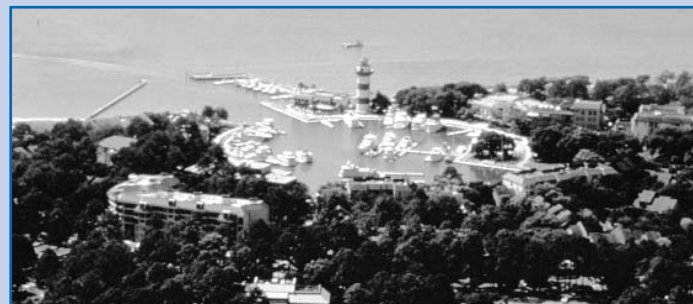
Company, he has created, directed, performed and advised presentations of all kinds on five continents. The proudest moment in his acting career was when he played the title role of "Henry VIII" for Queen Elizabeth II and the Royal Family at Windsor Castle during her Silver Jubilee Celebration.

Mrs. Henderson's more than 30 years of communications education and experience includes a degree in communications, and as a "personality", writer and producer and director of numerous radio, television, and theatrical productions. She is a published writer, and political commentator, and currently appears weekly on the radio program "Viewpoints" on WCPI-FM.

In addition to working with countless executives and political leaders, their clients include: George H.W. Bush, Gerald R. Ford, Dan Quayle, Robert Dole, Rudy Giuliani, Dr. Condoleeza Rice, Tom Ridge, Arnold Schwarzenegger and Elizabeth Dole among others.

Roy and Jeanette have also served as the Official Speech Coach and Presentation Advisor for every Republican National Convention since 1992.

Meeting Site & Hotel Accommodations:



Hilton Head, SC

June 19 - 20, 2008

Hilton Oceanfront Resort

23 Ocean Lane • Hilton Head Island, SC 29928

1-800-845-8001 • www.hiltonheadhilton.com

The Speaker Training Camp has negotiated a reduced room rate of \$194 per night with the Oceanfront Resort. This special room rate will expire May 16, 2008. Please make your hotel reservations by contacting the hotel directly at (800) 845-8001 or online at: www.hiltonheadhilton.com.

Organized Executive and Briefings Publishing Group present...

Business COMMUNICATIONS TRAINING CAMP

March 31 - April 1, 2008

Orlando, FL

Business Communications Training Camp is a two-day seminar designed to build essential business communications skills, both verbal and written.

You will learn:

- Learn to speak like a leader and become an overall better communicator.
- Build better work relationships while communicating for results.
- Develop effective presentation and email communication skills.
- Learn to communicate with diplomacy, discretion and influence.

ATTENDEE TESTIMONIALS:

“Chris did a great job of keeping everyone involved and alert.” — M. Leibrecht, SSA

“Great session with immediately beneficial information.”

“Katie's presentation on 'Email Communication' was superb! Most business people take email writing for granted.”

PROGRAM AGENDA:

DAY ONE, March 31, 2008

Speak Like a Leader: How to Become a Better Communicator

- Create rapport, build trust and establish credibility.
- Establish power and influence with people.
- Implement assertive communication that will put power and confidence in your words.

Crystal Clear Communication: How to Say It Clearly

Communication Through Emails

- E-mail offers numerous opportunities for employees to deliver their organization's message—and it presents many challenges to clear communication.
- Maintain a professional tone by recognizing what is and is not appropriate for e-communications.
- Write clear, concise mail that gets readers' attention and results.

Best Practices of the Master Communicators

- Use humor in an appropriate way.
- Develop a distinctive yet consistent voice in all your communications.
- Focus on a message your audience will be sure to remember.

Difficult Conversations/Giving & Receiving Criticism

- Identify the key skills go-getters have that doormats don't.
- Avoid making criticism personal in the workplace.
- Incorporate essential, clear communication and effective conflict and anger management skills.

Communicate with Diplomacy, Discretion and Influence

- Discover how to communicate under pressure.
- Define the secret to projecting confidence and power.
- Manage conflicts and prevent communication problems.
- Gain buy in for your ideas.

DAY TWO, April 1, 2008

Communication through Writing

- Define what you need to know before you write.
- Develop openings that get to the point and keep the reader's attention.
- Customize your message to your audience's needs.

Hands-On Communication Workshop

- Replace vague, fuzzy language with concrete, "action" words.
- Distinguish when to be dramatic, and when to be matter-of-fact.
- Eliminate verbal "tics" that distract your readers or listeners.

Communicating for Results: Building a Better Work Relationship

- Improve the quality of your relationships, become more successful in your career and grow into a more confident, fulfilled person.
- Recognize the importance of distinguishing between one-to-one communications vs. group communications.
- Explain a new way to think about communication style differences.
- Identify your own style and how to maximize its effectiveness.

Developing Effective Presentation Skills

- Develop and organize presentation content.
- Reduce presenter stress and anxiety.
- Respond professionally to questions from the audience.

Effective Executive Speaking

- Identify the elements of a good presentation.
- Illustrate how to plan and prepare strong beginnings and endings in your presentations and public speaking.
- Choose appropriate strategies for reaching reluctant, uncommitted and inactive audiences.

2008 Conference Registration

4 Easy Ways to Register



Go Online to:
speakertrainingcamp.com



Call:
1-800-431-7571



Fax:
212-918-1568



Mail Your Form & Check to:
Douglas Publications, LLC
P.O. Box 787
Williamsport, PA 17703

YES!

Register me for the
**American Speaker
Training Camp**
June 19 - 20, 2008
Hilton Head, SC

American Speaker Subscribers

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 Regular (After 5/16/08)\$1,295

Non-subscribers*

- Early Bird (Before 5/16/08)\$1,295
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* Your registration includes a 1-year subscription to American Speaker!

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Signature: _____

www.communicationstrainingcamp.com

Meet Your Conference Presenters:
Chris Witt

Chris Witt, executive speech writer and coach, combines a background in education, counseling, and ministry with advanced training in public speaking, communications, and emotional intelligence.

He works with leaders and emerging leaders who want to build trust, understanding, and cooperation with their colleagues and subordinates within the organization and with customers, clients and the general public.

He has published three books and numerous articles. Crown Books will publish his newest book, *Real Leaders Don't Do PowerPoint: How to Speak Like a Leader Even if You Don't Have the Title*, early next year.

Katie May

Katie May has been reading and writing about communication and leadership for Briefings Publishing Group since 1996. With a professional background in customer service, she views workplace communication issues through the lens of her own experiences in retail management and print services. Now a managing editor with Briefings Publishing Group, her areas of expertise include communication, sales management, customer service and leadership. Based in the Pacific Northwest, she also has hands-on experience in the arts of virtual teamwork and long-distance communication. Currently the editor of *Communication Briefings*, a leading publication that's been helping businesspeople improve their communication skills since 1987, she holds a Bachelor of Arts degree in English from Lewis & Clark College in Portland, Oregon.

Meeting Site & Hotel Accommodations:



Orlando, FL

March 31 - April 1, 2008

Regal Sun Resort in Walt Disney World
1850 Hotel Plaza Boulevard • Lake Buena Vista, FL 32830
1-800-624-4109 • www.regalsunresort.com

The Business Communications Training Camp has negotiated a reduced room rate of \$125 per night with the Regal Sun Resort. This special room rate will expire March 5, 2008. Please make your hotel reservations by contacting the hotel directly at 800-624-4109 or online at: www.regalsunresort.com

2008 Conference Registration

4 Easy Ways to Register



Go Online to:
communicationstrainingcamp.com



Call:
1-800-431-7571



Fax:
212-918-1568



Mail Your Form & Check to:
Douglas Publications, LLC
P.O. Box 787
Williamsport, PA 17703

YES!

Register me for the
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Training Camp**
March 31 - April 1, 2008
Orlando, FL

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- Early Bird (Before 2/28/08)\$795
- Regular (After 2/28/08)\$895

Non-subscribers*

- Early Bird (Before 2/28/08)\$995
- Regular (After 2/28/08)\$1,095

* Your registration includes a 1-year subscription to *Communication Briefings*!

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Check enclosed for \$ _____

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Name on the Card: _____

Signature: _____

**American
SPEAKER**
TRAINING CAMP

June 19 - 20, 2008
Hilton Head, SC

PROGRAM AGENDA:

DAY ONE, June 19, 2008

The Six Truths of Human Interaction

- Define the relationship between the presenter and the listener.
- Establish goals for the outcome of a presentation.
- Take the initial steps toward achieving those goals.

The Three Step Formula of Inspiration

- Recognize the use and value of the Formula for Inspiration.
- Identify pitfalls of many common misconceptions about content arrangement.
- Develop effective and persuasive content using the Formula.

The Seven Elements of How To Say It

- Implement proper stance, eye contact, gestures and other body language in a way that will inspire trust in your listener.
- Use your voice as an instrument to paint strong images for your listener.
- Apply proper physicalization and verbalization regardless of the venue or number of listeners.

Adding Delivery to Content

- Identify the flexibility and ease of using the Formula for Inspiration in developing content.
- List the strongest form of communication above all others.
- Replicate that strength in all venues.

The Seven Essential Tools for your Presentational Toolbox

- Use a lectern and microphone in the most effective way possible.
- Identify the importance of using the correct attire for the occasion.
- Lay out a script so simply and effectively you can read it almost cold and make it look like you've been practicing for days.
- Gain the authority necessary to be a more effective presenter.

DAY TWO, June 20, 2008

The Six Final Insights to Master

- Control and direct your adrenaline into productive service rather than fear.
- Describe what to do when things go wrong.
- Develop a specific plan to insure the moments before your presentation is as effective as possible.

Demonstration and Workshop/Group Coaching/Q&A

- Describe exactly what it feels like and looks like when a presentation is superior, and why.
- Recognize which tools you have mastered and which need further development.
- Ensure your presentation is the best presentation, and identify why "The Best Presentation Wins!"

American Speaker Training Camp is a two-day seminar designed to build essential public speaking skills to expand your persuasive power and personal presence.

You Will Learn:

- How to master the art of public speaking, while feeling like you're just having a conversation.
- How to arrange your message in ways so compelling others must join you.
- How to put in specific communication causes to achieve desired results.
- How and why everything you say and do affects those around you.

ATTENDEE TESTIMONIALS:

For over 2 decades, Jeanette and Roy Henderson have coached industrialists, community leaders, attorneys, physicians and politicians among others in the improvement of their applicable presentation skills.

“Many thanks for your superb coaching and advice. I would have been in deep trouble without your assistance.”

— General Colin L. Powell, USA (Retired)
(Former) Chairman, Joint Chiefs of Staff

“Thank you... I appreciated all of your help at the 1996 Republican Convention.”

— George W. Bush,
Governor State of Texas

“Successful public speaking is about communicating strong beliefs. Roy Henderson masterfully teaches how to overcome the anxiety of public speaking, and coaches readers on the art of simply speaking from one's heart.”

— Rudy Giuliani