

2008 | Las Vegas, NV November 10 - 11, 2008



2807 North Parham Road, Suite 200
Richmond, VA 23294



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

“Great session with immediately beneficial information.”

— M. Leibrcht, SSA

“Chris did a great job of keeping everyone involved and alert.”

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

PROGRAM AGENDA:

DAY 1: NOVEMBER 10, 2008

BEST PRACTICES OF THE MASTER COMMUNICATORS

Learn to:

- 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.

CRYSTAL CLEAR COMMUNICATION: HOW TO SAY IT CLEARLY

COMMUNICATION THROUGH EMAILS

Learn to:

- Create strong subject lines, openings and closings.
- 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.

SPEAK LIKE A LEADER: HOW TO BECOME A BETTER COMMUNICATOR

Learn to:

- 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.

DIFFICULT CONVERSATIONS/GIVING & RECEIVING CRITICISM

Learn to:

- 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

Learn to:

- 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 2: NOVEMBER 11, 2008

COMMUNICATION THROUGH WRITING

Learn to:

- 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

Learn to:

- 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

Learn to:

- 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

Learn to:

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

EFFECTIVE EXECUTIVE SPEAKING

Learn to:

- 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.

ATTENDEES WILL:

- 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.

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.

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 business people improve their communication skills since 1987, she holds a Bachelor of Arts degree in English from Lewis & Clark College in Portland, Oregon.

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COMMUNICATION BRIEFINGS SUBSCRIBERS

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Regular (After October 10, 2008)\$795

NON-SUBSCRIBERS*

Early Bird (On or before October 10, 2008)**\$695

Regular (After October 10, 2008)\$895

* Your registration includes a 1-year subscription to Communication Briefings! (Retail Value: \$169)

** Payment must be received by 10/10/08 to receive the early bird discount