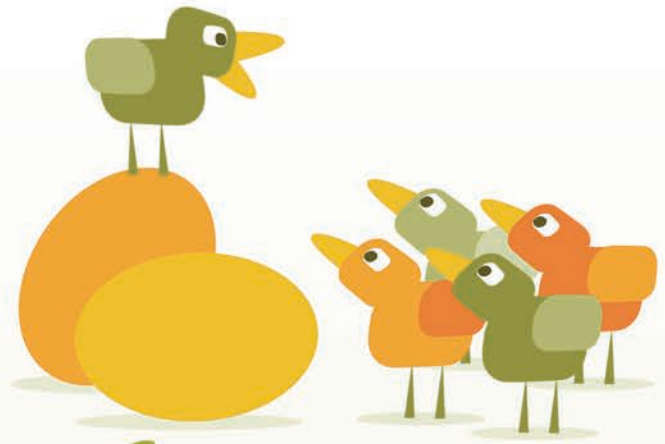


If you're the type of speaker who occasionally "ums" and "ahs" your way through a presentation, this workshop is just what you need to boost your confidence.



# *Essential Skills of* **Dynamic Public Speaking**

**Learn the secrets to delivering dynamic and motivating presentations – WITH CONFIDENCE.**

If you've struggled with public speaking in the past, you aren't alone. Like countless others have found, we have the help you need to give dynamic, powerful speeches – without all the butterflies.

From start to finish, our expert trainer walks you through proven strategies and mental formulas that any businessperson – even the most nervous speaker – can use to give off-the-cuff talks and planned speeches like a seasoned pro.

***Attend this comprehensive one-day seminar to gain powerful presentation skills that guarantee you will ...***

- Connect with your audience
- Get your point across clearly
- Remain calm, cool, and collected
- Breeze through the toughest question-and-answer periods



When asked  
"What do you  
fear most?" – most  
people responded  
**"PUBLIC SPEAKING!"**  
Death was a distant  
second.

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or call 1-800-258-7246



Get unlimited seminars for  
one low price! See page 6.

# Grab Your Audience's Attention - and Inspire Them to Act!

Like many businesspeople, you may suffer from pre-presentation butterflies ... have trouble organizing your thoughts ... or get so tongue-tied that the words just won't come. If you're the type of speaker who occasionally "ums" and "ahs" your way through a presentation, this workshop is just what you need to boost your confidence and credibility.

## Gain critical skills without standing in front of an audience.

This workshop is chock-full of techniques that will make any business presentation a whole lot easier on your nerves. You'll learn powerful skills and solid strategies to survive presentations without much preparation time ...

respond smoothly when asked to make a few impromptu remarks ... and never skip a beat when your audience starts drilling you with tough questions.

If you've struggled with public speaking in the past, this hard-hitting training is exactly what you need! From start to finish, our expert trainers will walk you through proven strategies and mental formulas that any businessperson – even the most nervous speaker – can use to give off-the-cuff talks like a seasoned pro.

## Attend this comprehensive one-day seminar to gain powerful presentation skills that guarantee you will ...

- Connect with your audience
- Get your point across clearly
- Remain calm, cool, and collected
- Breeze through the toughest question-and-answer periods

## When the pressure is on ... we guarantee results.

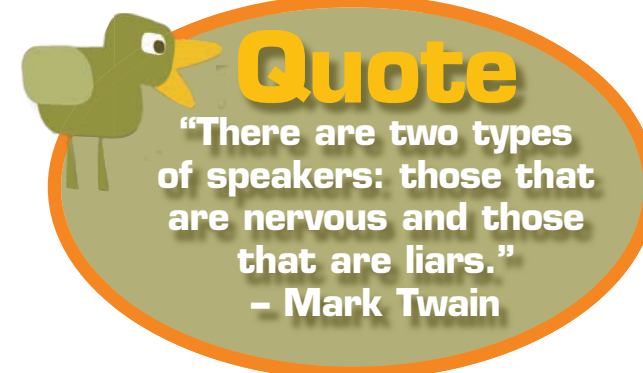
Presentations are a part of your work routine, and you have many different audiences ... your customers, your suppliers, and your boss. You need to be able to "sell" your thoughts and ideas to make others take action. From an audience of one to an audience of 100 – or more – we can help you gain the vital skills you need to sail right through any presentation. We guarantee it'll be an experience you'll never forget. In fact, you'll be completely satisfied with what you learn, or we'll refund every penny of your registration fee.

Don't wait another minute. Make the decision that will improve your skills – and attitudes – about speaking. Enroll today!

# BIG benefits from attending this workshop ...

1. You'll be able to overcome nervousness with simple techniques that put your nervous energy to work for you.
2. You'll learn straightforward ways to organize your thoughts ... even on complex topics.
3. You'll better understand your personal key to delivering an outstanding performance every time.
4. You'll be able to handle unexpected questions with ease.
5. You'll find out how to inspire, convince, and persuade any audience.
6. You'll recognize how to defuse critics before they start to talk.
7. You'll gain techniques for building rapport with any size audience ... from 1 to 50.
8. You'll know how to speak fluently when you have little or no time to prepare.

Immediately, you'll see a difference in the way people receive your ideas from your newfound confidence and speaking ability. Don't wait – make the decision to enroll today!



**Great Group Discount: When 3 enroll from your organization, a 4th attends FREE!**

## How Would You Handle These Common Public Speaking Challenges?

Most people are comfortable enough speaking in front of a group if they have a couple of weeks to prepare. But what happens when you're suddenly standing in the spotlight and expected to talk? Take a look at the situations below and put a check by the ones you'd like to master.

- Put an end to nervous jitters.** You'll learn expert strategies for calming your nerves so you can present your ideas in a professional manner ... even when you're caught off guard.
- Field the question-and-answer session without a hitch.** You'll learn solid approaches to help you stay composed when someone in the audience challenges your thoughts ... or asks a question you know you can't answer.
- Keep your foot out of your mouth.** You'll learn quick techniques that will help you think before you speak ... choose the right words ... and prevent embarrassing verbal slip-ups before they happen.
- Avoid "mind lock" or jumbled words** that could make you lose your train of thought and your concentration. You'll learn practical approaches to impromptu speaking with direction and purpose ... every time.

Attend this powerful presentation-building workshop and find out just how easy it is to think and speak on your feet. You won't be asked to get up and speak, but you will discover the secrets to making more impressive business presentations and winning respect and admiration from all who hear you.

# Your Workshop Agenda

Workshop Hours: 9 a.m. to 4 p.m.

Registration Begins at 8:30 a.m.

## The Fundamentals of Public Speaking

- How to sound conversational ... even when you're giving a canned presentation
- 4 easy speech organization tips no matter what the occasion
- How to remove the "ums" and "ahs" that could be distracting your audience
- How to build a captivating presentation
- Discover the 10 myths of presenting – and how to overcome them
- Choosing words to paint a picture that will stick in everyone's mind
- 4 pre-presentation habits you can't do without
- How to turn nervousness into energy
- The Rules of Impromptu Speaking: What to do when you're asked to "come up and explain the process to everyone ..."

## Delivering a Powerful and Persuasive Message

- How to decide which audiovisual medium works best for every kind of presentation
- The dos and don'ts of using humor ... and why it's like walking on eggshells
- 6 ways to use your voice to establish sincerity ... credibility ... and confidence
- When it comes to speaking from notes ... why less is more
- Speaking so your words don't disappear into thin air
- How to nail the sale in a one-on-one presentation
- 4 factors that could sabotage your message ... and how to use them to your advantage
- How to seal the deal: Presentation closers your audience will remember
- How to give an enthusiastic presentation while appearing to be relaxed and comfortable

## Connecting With Your Audience

- Successful posture and gesture techniques that will hold your audience's attention without distracting from your message
- How to change undesirable speaking practices into more winning habits
- How to develop "instant rapport" with your audience
- How to best manage the question-and-answer period like a pro
- What every audience is expecting from you ... and how you can deliver
- 5 steps to making a lasting impression
- Soothing phrases you can use to calm and comfort a hostile audience
- How to detect if your audience is bored ... and what to do to draw them back into the presentation
- How to guide your audience in the question-and-answer period
- SELF-ANALYSIS: Determine your presentation style with the industry's simplest self-revealing exercise

## Create Visually Pleasing Presentations

- Using the 6:6:36 Rule to build powerful visuals
- How long to hold eye contact with an individual during your presentation (without making them uncomfortable)
- 10 must-have tricks for using visual aids to your advantage
- What every presenter already knows but often ignores
- CHECKLIST: Use this quick guide to plan and organize your presentation with ease



## Myth

Being a good speaker comes naturally – and if you don't have the knack, there's nothing you can do to improve.

**TRUTH:** Most dynamic speakers didn't start out that way. They have had tons of practice and they have confidence in themselves. Attend this training and you'll gain the foundation to become a dynamic speaker.



## YOU'LL TAKE HOME THESE VALUABLE MATERIALS ...

- **The Business Presentation Workbook** – *Because this workshop is packed with more tips, tricks, and techniques for presenting in any situation, we'll give you a handy course workbook to record what you've learned. Take it back to the office for a quick reference and refer to it regularly to refresh your presentation style.*
- **Certificate of Completion** – *You deserve special recognition for your willingness to take your future into your own hands, so you'll receive a handsome certificate for your training achievement. It's perfect to frame or file in your personnel record.*

# BRING THIS TRAINING TO YOUR ORGANIZATION

## Enterprise Learning Solutions

Just imagine how much more efficient your workplace would be if your entire company possessed the skills taught in this workshop.

Our Enterprise Learning Solutions department can deliver this seminar – or more than 100 other cutting-edge training programs – directly to you for private, in-house training. With the help of our training specialists, you determine the location, date, time, and delivery format for your training. We also assist you in selecting just the right trainer and tailor the program to your organization's unique needs.

Top organizations use our cost-effective on-site training to close skill gaps and achieve new levels of performance excellence, and you can, too. It's affordable, and it works.

To find out more, call **1-800-344-4613**, e-mail us at [onsite@ruceci.com](mailto:onsite@ruceci.com), or visit us on the Web at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com).

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**And more!**

Purchase your **STAR12 All-Access Pass** today and you can attend **Essential Skills for Dynamic Public Speaking** for FREE!

**“STAR12 is SO worth the money ... you'd be crazy not to take advantage of this offer!”** – L. Steadford, Houston, TX



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## To Enroll ...



Register online at  
[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)



Call toll-free 1-800-258-7246



Fax the completed registration form to 1-913-432-0824



or mail the registration form to:  
**National Seminars Training**  
P.O. Box 419107  
Kansas City, MO 64141-6107

## Registration Information

**Our Registration Center** is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

**Group Discount:** When 3 enroll from your organization, a 4th may attend for FREE!

**Check-in** begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

**Cancellation:** If you cannot attend, you may send a substitute or receive full credit toward a future enrollment. For cancellations made 5 or more business days before the event, you may request a refund less a \$10 enrollment fee. For enrollments made in conjunction with a STAR12 purchase, STAR12 cancellation rules apply – visit the Information Center at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com).

**CEUs:** Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

**Tax Deduction:** The expense of continuing education, when taken to maintain and improve professional skills, is tax-deductible. Please contact your accountant for complete details.

**FED ID #43-1576558**

## REGISTRATION FORM

### 1. Enrollment Fee:

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only, and cannot be used for STAR12 memberships.

**The STAR12 All-Access Pass – Only \$299**

Your STAR12 All-Access Pass entitles you to unlimited access to all STAR12 seminars, webinars, online courses, and more for 12 months. Use your STAR12 All-Access Pass to attend *Essential Skills of Dynamic Public Speaking* for FREE!



### 2. Names of Attendees (Please Print)

(Please list additional registrations on a separate sheet and attach.)

1. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
City/Event #: \_\_\_\_\_

2. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
City/Event #: \_\_\_\_\_

3. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
City/Event #: \_\_\_\_\_

### 3. Company Information (Please Print) \*Phone required in case of last-minute changes.

Organization \_\_\_\_\_  
Address \_\_\_\_\_ Mail Stop \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Approving Supervisor: Mr./Ms. \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
\*Phone \_\_\_\_\_  
\*\*Fax \_\_\_\_\_

#### Sign here

*\*\*This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCEC to use your fax number for these purposes.*

### 4. Method of Payment

If you have registered by phone, please record your confirmation number here:  
\_\_\_\_\_

Check payable to National Seminars Training is enclosed

Charge to:  MasterCard  VISA  American Express  Discover  Diners Club  
Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_

Bill my organization; Attn: \_\_\_\_\_  
(Note: Full registration fee due and payable prior to start of workshop)

Our purchase order is attached (government, educational, and health-care organizations only)

### 5. Important: Your VIP Customer Number

□□□□-□□□□□□-□□□□-□□□□

Fill in your VIP Customer Number as it appears above the name on the mailing label. (Record the number even if the label is addressed to another individual.)

SD, CT, and WV residents, please add applicable sales tax to your payment. If you are tax-exempt, enter your tax-exempt number here: \_\_\_\_\_ and attach a copy of your tax-exempt certificate.

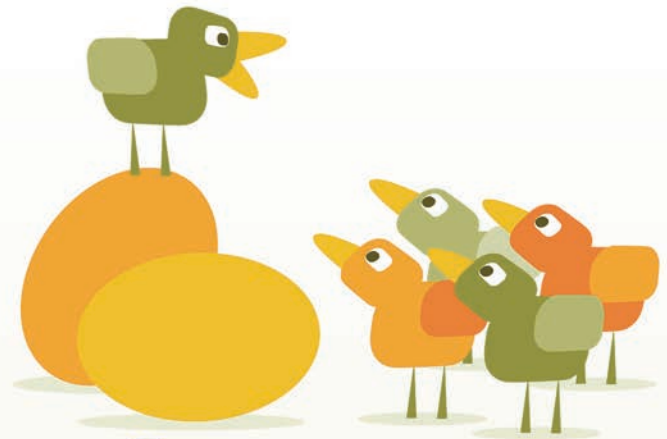
Program hours: 9 a.m. to 4 p.m. Registration begins at 8:30 a.m.

## Workshop Schedule

**Get Unlimited  
Seminars for a Year.**  
*Details on page 6.*

VIP #919-118101-001

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