



HOW TO **DELIVER** **PRESENTATIONS** WITH **EASE & CONFIDENCE**

Overcome your fear and nerves and
make powerful presentations!

You don't have to sit on the sidelines!

STAND UP

and speak with confidence!

How often have you admired and envied people who make presentations with ease and confidence?

Do you find yourself wishing you could motivate, persuade and hold the attention of a group? **You can!**

You don't have to be a talented "natural" to possess dynamic presenting and speaking abilities — there are proven, specific methods and strategies you can learn and practice. This seminar focuses on presentation skills and techniques to take you off the sidelines and have you standing up and speaking with confidence and poise!

Plus, this seminar offers you special advantages not available in any other training course. The principles and practices you'll learn are based on the expertise of Fred Pryor's top seminar presenters and over 40 years of experience as the nation's most recognized and respected training organization.

No matter how much you doubt your own speaking ability, you will be amazed at just how effectively these valuable tips and techniques will transform you into a successful presenter in any situation — from one-on-one discussions to speeches in front of large groups!

If you know how to talk, you can learn how to present and speak with power and confidence!

How to Deliver Presentations
with Ease & Confidence

Enroll Today!

www.pryor.com

MEMORANDUM

TO: Professionals, Executives and Managers
FROM: Fred Pryor, Founder
RE: Presenting and Speaking as a Career Tool

I am fortunate to have had the opportunity over the past three decades to speak with thousands of people in countless professions and industries.

While there have been many marked changes over time, at least one fact remains unchanged: those people with the ability, skill and courage to present information and ideas effectively have a powerful edge and an unparalleled opportunity to persuade, motivate and make things happen.

This seminar has been developed to give you that opportunity. There is probably no other skill that can better increase your effectiveness and leadership than being able to present yourself, your organization and your ideas with confidence, clarity and persuasiveness.

Our company has given thousands of presentations to over 11 million professionals in the course of our many years in the training business. Through experience and practice, we have developed and fine-tuned dozens of realistic strategies and techniques that will work for you.

Set aside just one day, and discover the secrets of a successful presentation. What you learn will help you overcome the fear and psychological roadblocks you associate with speaking, and allow you to face the future with confidence.

All you need is one day and a willingness to learn! Register today!



This seminar will help you master the proven skills of top presenters:

- Where to find and how to use quotations, anecdotes and analogies to inform, educate and entertain your listeners.
- Practical ideas for impromptu or short-notice presentations that ensure you'll never be caught off guard again.
- Creative pointers to keep your audience interested and involved when you're presenting dry, boring or technical material.
- How to tell if you're being misunderstood and quick corrective measures to get your presentation back on track.
- Three simple tips to combat "choking" or losing your train of thought.
- Common-sense tips for handling microphones, audio-visual equipment and other presentation gadgetry — including how to think on your feet when equipment fails.
- Smooth approaches for introducing other speakers with warmth and professionalism.
- Four rules for using notes without seeming stiff or over-rehearsed.
- The five deadly visual-aid mistakes with sensible alternatives for livelier graphic presentations.
- How to thwart the interruptions and distractions that throw even the best-prepared speakers off course.
- Five body-language errors that distract your audience and decrease your effectiveness.
- Guidelines for giving and receiving awards with graciousness and congeniality.
- How to respond correctly to questions — even totally unexpected, difficult queries.
- The secret of expressing your views without sounding opinionated or biased.
- Simple relaxation and breathing techniques to keep you at ease and in control through long or pressured presentations.
- How the experts project — be heard and understood without yelling or raising your voice.

Do you see yourself here?

Select the description that best fits you to pinpoint your own personal presentation profile.

- This describes me.** **SCORE: 0**
I would do anything possible to avoid having to speak in front of an audience.
- This describes me.** **SCORE: 10**
Being asked to speak brings on great fear and anxiety. I sometimes cannot avoid speaking in my job, but these occasions cause me great pain, embarrassment and fear.
- This describes me.** **SCORE: 20**
I must give presentations and speeches as part of my job, but I don't seek out these opportunities. Occasionally, I feel like I do a good job but I just don't feel completely comfortable and confident in these situations.
- This describes me.** **SCORE: 30**
I search out opportunities to speak. The more often I make presentations, the more confident I feel. The natural nervousness and anxiety often stimulate me to give a more enthusiastic, lively presentation.

Analyze your score:

SCORE 0: You are a speaking "avoider." Although it won't be easy, this seminar guarantees you'll become more confident and improve your skills significantly.

SCORE 10: You are a speaking "resister." The techniques and skills you'll acquire at this seminar will greatly ease your anxiety and boost your confidence in speaking.

SCORE 20: You are a speaking "acceptor." This seminar will help you take advantage of — and actually learn to enjoy — the speaking opportunities your position affords you.

SCORE 30: You are a speaking "seeker." You are a confident, effective presenter, and this seminar will refresh and maximize your skills.



How to Deliver Presentations with Ease & Confidence

7 POWER TOPICS FOR EFFECTIVE PRESENTATIONS

CONFIDENCE

I. Confidence-Builders

- Seven specific steps you can take to eliminate stage fright, no matter how nervous or anxious you feel in speaking situations.
- Highly effective breathing and relaxation techniques to squelch anxiety on the spot.
- How to stop missing important career opportunities because of your built-in fear of speaking.
- Dynamic self-talk that turns fear into confidence — in less than a minute.
- How to keep mistakes and blunders from destroying your confidence.
- Three simple tips to combat choking or losing your train of thought.

II. Preparation

- How to make planning easier and more focused with specific rules to pinpoint and improve your objectives.
- What to do when you can't plan — indispensable advice for impromptu talks.
- The differences between informational versus persuasive talks.
- Solid tips to develop clear, interesting presentation titles to draw your listeners in.
- Seven key facts you must ascertain about your listeners at the planning stage.
- How to gauge an audience's knowledge level and plan a speech to meet their expectations.
- Strategies for getting listeners to work with you by building audience participation into your presentation.
- Rehearsal techniques to build confidence and guarantee a smooth delivery.
- An essential, step-by-step planning checklist to ensure everything goes smoothly.

- A six-point checklist to help you discover crucial information about the physical arrangements of your speaking environment.
- How to anticipate questions and practice your responses before your presentation.

III. Organization

- Three powerful presentation models to get organized quickly with fill-in-the-blanks efficiency.
- Four functional formulas for flawless organization and how to choose exactly the right one for every situation.
- When and how to script, outline or memorize your presentation.

IV. Delivery

- Unique openers to get attention and lay the foundation for audience support and involvement.
- The “conversational” speaking style and how it can put the human touch into your presentations.
- Simple adjustments in speed, volume and pacing to make your voice one of your strongest presentation tools.
- How to use stories, parables, quotations, anecdotes and analogies for livelier, more animated presentations and speeches.
- Five sure-fire methods to get audiences involved and on the edge of their seats.
- Four must-know tips for answering questions smoothly, confidently and appropriately.
- Closing techniques that put a crowning touch on your presentations and end them with flair.
- How body language can help you give a more animated, engaging presentation.

How can we accomplish all this in only one day?

It's simple. We don't waste your time with vague theories or irrelevant concepts. Our seminars concentrate on practical, how-to information you can put to use right now, in your own workplace. That means tips, techniques and strategies that will have an immediate impact on your effectiveness.

Set aside just one day, and you'll be able to be more effective, professional and productive with a winning attitude you never had before. Why? Because training is knowledge, and knowledge is power — the power to meet and exceed the challenges and expectations you face every day.

- Simple tips on the power of eye contact with strategies that work for even the largest audiences.
- The experts' secrets for dealing with virtually any kind of question.
- How to handle difficult questions and unexpected queries even if you don't have the answers.
- Unique ideas to involve your entire audience in question-and-answer sessions.

V. Visual Aids

- When to use visual aids — and when not to.
- Eight critical dos and don'ts for charts, graphs and tables.
- Special techniques for audio-visual equipment, and what to do if equipment fails.
- How visual aids can actually boost your confidence and help you stay organized and in control.
- Clever visual tactics to help audiences understand and remember your message.



VI. Persuasion

- Two key ingredients that motivate people to buy or accept your proposal.
- Common mistakes 97% of all salespeople make — and how you can avoid repeating them.
- The important distinction between what you're selling and what your audience is buying.
- 12 of the most persuasive words in the English language and how to use them effectively in a talk, speech or presentation.
- The dynamic, five-step persuasion formula that sells, motivates and moves your listeners.

VII. Special Situations

- Guidelines for appropriate talks for intercompany meetings and functions, including oral reports and remarks at social gatherings.
- Sound formulas for presentations to industry and trade groups, business clubs and professional organizations.
- Useful ideas for compelling speeches to community groups and social organizations.
- Down-to-earth advice for awards ceremonies: How to accept awards and present them with grace, warmth and professionalism.
- The experts' effective course of action for handling interviews and the media.
- Informative techniques for teaching workshops, seminars and classes.
- Helpful ideas for the "master of ceremonies," including how to introduce speakers and move smoothly between program segments.

Enroll Today!

www.pryor.com

Not all training companies are created equal ...
That's why Fred Pryor Seminars is the nation's

#1 Business Trainer

Fred Pryor Seminars gives you an unparalleled opportunity to benefit from the experience and strategies of experts. No matter how much you fear public speaking or doubt yourself or your abilities, this seminar — full of practical tips and techniques — can have you making comfortable, confident and dynamic presentations and speeches. Here's why:

#1 in Knowledge:

Every speaker representing Fred Pryor Seminars is among the country's most dynamic and admired training professionals. In the course of directing seminars for business and professional people for over three decades, we have developed innovative and practical techniques that have worked for us and will work for you. This seminar features our special, unique approaches.

#1 in Experience:

In 1970, Fred Pryor founded Fred Pryor Seminars and pioneered the nationwide one-day management training seminar. Today, many companies mimic these concepts, but none have the experience, understanding and background we offer as the first and foremost one-day business seminar trainer. Every speaker and presenter representing Fred Pryor Seminars is carefully measured against the highest standards in the training business.



#1 in Commitment:

We remain committed to the concept that has allowed us to help countless business and professional people from virtually every background and industry. In a single year, we present thousands of seminars to nearly a quarter-million participants. And, we are gratified these participants give us such high marks — a 99% satisfaction rate.

#1 Guarantee in the Business:

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this seminar will provide you with tips and techniques you need to overcome your fear and nervousness and make powerful presentations. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

Choose Fred Pryor Seminars, and you're choosing the highest quality and standards in the training business. Our programs have proven themselves, time and time again, to be effective tools in solving today's business dilemmas.

"I feel I now have the tools to give presentations with confidence. This was the best seminar I've attended so far."

Beth Sementelli
Marketing Associate
Marquette Medical Systems

"This seminar met all of the expectations I had imagined. All of the experiences I have had while giving a presentation were touched on in this seminar, and I have learned what to do and how to react more effectively in the future. Fabulous and very descriptive content."

Steve Keneth
Preconstruction Manager
Stiles Construction Co.

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Attend this seminar and receive these 4 powerful “extras”

- 1. YOU’LL SEE IMMEDIATE PAY-OFFS AND BENEFITS FROM THESE PROVEN TECHNIQUES.**
After just one day, you’ll be able to greatly enhance and improve your effectiveness in every speaking situation — eliminating the anxiety, fear, embarrassment and dread you’ve previously associated with giving talks, speeches and presentations.
- 2. YOU’LL GET SUBSTANTIAL RETURNS FROM A VERY SMALL INVESTMENT.**
This seminar is designed with your budget in mind, and will pay, not cost. For maximum results, 5 or more from the same organization can attend this seminar at a discounted rate.
- 3. YOU’LL ENJOY THE CONVENIENCE OF A SEMINAR COMING TO A LOCATION NEAR YOU.**
You’ll gain considerable benefits without the hassle, inconvenience and expense of travel. Our rigorous nationwide seminar schedule ensures professionals everywhere can attend at their convenience, without undue constraints on their time.
- 4. YOU’LL RECEIVE VALUABLE REFERENCE MATERIALS, FREE WITH YOUR REGISTRATION, THAT ARE YOURS TO KEEP.**
You’ll receive an invaluable workbook filled with quick references to the information covered in the seminar and indispensable supplementary information you’ll use again and again. You’ll also receive charts, lists, handy reference forms and other productivity-boosters you can use immediately.

Onsite Training Solutions

Get the Results You’re Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you’re serious about their professional growth and achieving critical organizational goals and objectives.

Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

Tailor the Training to Meet Your Specific Needs!

We’ll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

Maximize Your Training Budget!

Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options. Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at

pryor.com/onsite

or call us at

1-800-944-8503

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your

enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. Fred Pryor Seminars and CareerTrack’s Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit www.pryor.com/certificate. Certificates will be available 10 days after your event has ended.

HOW TO DELIVER PRESENTATIONS WITH EASE & CONFIDENCE

Overcome your fear and nerves and make powerful presentations!

You can survive and thrive in every speaking situation!

- Simple rules for dynamic impromptu talks with virtually no preparation.
- Easy ways to correct speaking mistakes without losing your momentum or confidence.
- Clever tactics to keep audiences interested even through the most complicated technical material.
- Subtle techniques (undetected to your audience!) that halt nervousness and anxiety on the spot.


ENROLL TODAY!

 **Call**
1-800-556-2998

 **Online**
www.pryor.com

 **Fax**
913-967-8842

 **Mail**
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To update your contact information, see page 7.

YOUR VIP # IS WINQ

Express Enrollment!

events.pryor.com

Call 1-800-556-2998 • **Fax** to 913-967-8842 • **Mail** your registration form!

YES! I want to become a more confident, persuasive and dynamic presenter. Enroll me today! Group discounts available; see page 7 for details. **ID# 910814**

1 **SEMINAR** Seminar City: _____
Seminar Date: _____ Event #: _____

YOUR ORGANIZATION Organization: _____
Address: _____
City: _____ St: _____ ZIP: _____
Tele: _____ Fax: _____
Approving Mgr's. Name: Mr. Ms.
Job Title: _____
Email Address: _____ Business Home
 Quick Confirmation Please email or fax my confirmation to me within 48 hours.

3 **WHO WILL BE ATTENDING** Mr. _____
 Ms. _____
Job Title: _____
Email Address: _____ Business Home
 Mr. _____
 Ms. _____
Job Title: _____
Email Address: _____ Business Home
Please list additional names on a separate sheet.

METHOD OF PAYMENT **Important:** Send your payment now. Tuition is due before the seminar. Please make checks payable to Fred Pryor Seminars and return form to: P.O.Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).
Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).
Please check one of the following:
1. Registration fee enclosed. Check # _____ Amount \$ _____
2. Our Purchase Order is attached. P.O. # _____
3. Bill my organization. Attention: _____
4. Charge to: AmEx Discover MC Visa Exp. Date: _____
Acct. #: _____
Card Holder's Name: _____
Tax-Exempt #: _____
Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

REGISTRATION FORM — HOW TO DELIVER PRESENTATIONS WITH EASE & CONFIDENCE