



Presentation Skills Workshop:

Communicating With Impact

The American Association of Advertising Agencies
Professional Development Seminar

The Union League of Philadelphia
140 South Broad St. | Philadelphia, PA
Thursday, March 13, 2008

AAAA Philly Council

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(215) 563-6500

In this full day seminar you'll learn the essentials for preparing, organizing and delivering communications that really hit the mark with your audience.

Pam Erb-Melville, your seminar leader - a master at engaging audiences - will share her **tips for managing your nerves, crafting your message and engaging your audience effectively.**

Discover your ability to think on your feet, speak confidently and come across as a credible resource. Find your "authentic" presentation style in any speaking situation. Pam will help you with practical skills that will keep you focused, thinking clearly and communicating confidently in any high stake situation – even when the butterflies awaken.

Create clear audience-centric messages. Pam will help you craft your message quickly and on target. Use a practical and repeatable approach to develop your audience-specific message so that it's clear, concise and memorable.

Deliver presentations that everyone remembers. Stop subjecting your audience to "death by PowerPoint!" Pam will explore some audience engaging alternatives to presenting from a deck of slides. Learn the techniques to use, and the pitfalls to avoid, when using presentation 'props' such as product, handouts, storyboards and PowerPoint.

Manage your audience interactions with grace and conviction. Manage difficult people, questions and situations – while making your point and maintaining your relationships. Pam will share the secrets of how to maintain and build your "trusted advisor" status even when the answer is "no".

Who Should Attend

If you are an account executive, media director, senior manager or anyone closely involved in presenting to clients, prospective clients, or other agency personnel, mark your calendar and plan to attend. This seminar will help you in your day-to-day presentations as well as in those crucial meetings with clients and new business prospects.

What Will The Program Cover

In this interactive and information packed seminar, you will explore how to manage your nervous energy and present your ideas clearly and powerfully. You'll learn ways to interact and engage with the audience while maintaining control of the presentation. Discover the secrets of how to focus the attention of your audience - even when you are using "props" like product, video or visuals.

You'll come away with more confidence and the skills to:

- Establish and maintain credibility even before you open your mouth
- Think on your feet - right in the moment!
- Managing nervous energy to create a positive image
- Employ the Power of the Pause for impact
- Craft your message with clarity and ease – use the On-Target Road Map to get you where you need to go
- Invite audience participation – and know what to do with it when you get it
- Manage questions with grace – even the ones you hoped they wouldn't ask.

About The Workshop Leader

Pam Erb-Melville has been presenting to audiences for over 30 years.

Pam has trained and consulted with thousands of C-level executives, managers and sales professionals in the areas of presentation skills, selling skills, leadership and business writing skills.

Pam is the President of PEM Communications which customizes and delivers on-target training solutions for their clients. Pam specializes in coaching individuals and groups in all industries from advertising to aeronautics, finance to fashion, hi-tech to hot rods.

Drawing on 10 years in the professional theatre, Pam has a passion for coaching team presentations. She knows how to coax the individual to achieve their best. Pam is skilled at bringing all players and parts of the presentation into an ensemble which speaks with a unified voice.

For over a decade Pam was a Master Instructor for Communispond, an industry leader in providing business communications skills solutions. She has lead workshops for the AAAA in the areas of Presentation Skills and Coaching for Managers.

Pam is a contributing author to the book **The Full Force of Your Ideas, Mastering the Science of Persuasion.**

Seminar Schedule

8:30 a.m.	Registration and Coffee (<i>included in your registration fee</i>)
9:00 a.m.	Seminar Begins
12:00 Noon	Lunch (<i>included in your registration fee</i>)
4:30 p.m. (approximately)	Seminar Concludes

Registration Fee

This seminar is for AAAA members only at \$295 per person for the first agency participant, and \$265 for each additional person from the same agency office.

Cancellation Policy

Excluding a \$25 processing fee, refunds will be granted provided the AAAA is notified ***in writing*** by Thursday, March 6, 2008. Substitutions will be allowed provided arrangements are made with AAAA. No refunds will be allowed after this date.

For More Information: Cecilia Graham (212) 850-0756 or cecilia@aaaa.org

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Registration Form

Registration Fee (AAAA members only): \$295 for the first agency participant, and \$265 for each additional person from the same agency office.

This form is for one person only. Please make photocopies for other participants.
Please type or print clearly.

Name _____ E-mail Address _____

Title _____

Agency _____

Address _____
(Street)

(City) _____ (State) _____ (Zip) _____

Telephone () _____ FAX () _____

Method of Payment (check one)

Visa Mastercard American Express

Credit Card # _____ Expiration Date _____

Name as it appears on card _____

Signature _____

Note: Excluding a processing fee of \$25, refunds will be granted provided the AAAA is notified *in writing* by Thursday, March 6, 2008. Substitutions will be allowed provided arrangements are made with AAAA. **No refunds will be given after this date.**

How to Register: 2 Easy Ways

Fax Form to:

AAAA Conferences & Special Events
at 212-867-8329

This line is available 24 hours every day

Mail Form to:

AAAA | Attn: Cecilia Graham
405 Lexington Avenue | 18th Floor
New York, NY 10174-1801

Questions

Call 212-850-0756 or e-mail cecilia@aaaa.org with questions concerning registration, confirmations, changes, and substitutions.