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**Business Communications
Training Camp**

Las Vegas, NV • December 12-13, 2007

Program Agenda

*Schedule subject to change/All subjects will be covered.

DAY ONE: Wednesday, December 12

8:30-9:30 Speak Like a Leader: How to Become a Better Communicator

You're being judged every time you speak. Your organization's success and your reputation are on the line whether you're talking to clients, at a departmental meeting or during a company-wide event. To succeed, you can't just be a good-enough speaker. You have to stand out from the crowd. Leaders lay out big ideas in clear, bold words that leave no doubt about where they stand and what they expect of others. They command an audience's attention, shape their listeners' thoughts and feelings and move others to action.

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

9:30-9:45 Break

9:45-10:45 Best Practices of the Master Communicators

How do the "best in the business"—communication wizards from Warren Buffet to Richard Branson to Steve Jobs—work their magic? It comes down to making a connection with your target audience, keeping it simple without condescending and getting your point across in a style all your own. Katie May will reveal the "secret weapons" of the business world's top 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.

10:45-11:00 Break

11:00-12:00 Communicating for Results: Building a Better Work Relationship

The key to success in business today is the ability to communicate effectively with your customer. After all, if you aren't excited by your products or services, why would your customer be?

- 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 learn how to maximize your communication effectiveness.

12:00-1:30 Lunch

1:30-2:30 Communicate with Diplomacy, Discretion and Influence

Have you ever wished that you could rewind a conversation, so that you could choose different words that would deliver a better outcome? Thinking on your feet is crucial in today's workplace. It is essential to keep your composure, gaining what you want without breaking a sweat. The person with that poise rapidly rises through the ranks of success.

- 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.

2:30-2:45 Break

2:45-3:45 30 Communication Nuggets in 60 Minutes

Effective business communications comes down to this: what to say in those difficult situations that crop up every day. In this fast-moving session, Katie May shares 30 specific tactics for getting your point across when it matters most.

- Defuse confrontations when emotions run high.
- Implement words and phrases that will draw people in, not push them away.
- Say "No" without appearing negative.

3:45-4:00 Break

4:00-5:00 Difficult Conversations/ Giving & Receiving Criticism

Criticism. The word itself makes people uncomfortable. It is not a surprise, then, that criticism is neither given nor accepted easily...or well. To be effective in the workplace, you need the skills to clearly convey thoughts, insights and feelings about changes suggested or required.

- 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.

5:00-6:00 Reception

DAY TWO: Thursday, December 13

8:30-10:00 Communication through Writing

Strong business writing skills will earn you respect and credibility, helping you build a reputation as a business professional who is able to communicate effectively on paper.

- 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.

10:00-10:15 Break

10:15-12:00 Hands-On Communication Workshop

You'll roll up your sleeves for this session where Katie May critiques memos, presentations, emails and other communica-

tions you submit in advance.

- 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.

12:00-1:30 Lunch

1:30-2:30 Communication Through Emails

E-mail offers numerous opportunities for employees to deliver their organization's message—and it presents many challenges to clear communication.

- 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.

2:30-2:45 Break

2:45-3:45 Developing Effective Presentation Skills

Develop your presentation skills to transform yourself from

inexperienced speaker to skilled presenter!

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

3:45-4:00 Break

4:00-5:00 Effective Executive Speaking

Presentations and public speaking are very much a part of every executive's responsibilities today. Effective executive speaking is what distinguishes the successful professional from everyone else. Public speaking skills are most critical to your success—and to your individual and corporate image. Learn to use powerful tools and techniques to turn every presentation or public speaking opportunity into a rewarding experience.

- 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.

5:00 Meeting Adjourn

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. 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. She is currently the editor of *Communication Briefings*, a leading publication that's been helping businesspeople improve their communication skills since 1987.