



PRESENTATION ESSENTIALS: HOW TO FINE TUNE YOUR PERSUASIVE PRESENTATION

Key points covered in this session are definition of a persuasive presentation; the difference between a goal and an objective and how to write an audience-centered objective; how to analyze any audience to uncover concerns; how to fully counter concerns; how to ensure your objective is realistic; and how to determine only the information to include to meet your objective.

Location: Volunteer Lethbridge
Suite 200 Deveta Place – 410 Stafford Dr. S., Lethbridge

Date: Thursday, March 1, 2012

Time: 9:30-11:00 AM

Presenter: Peter Temple

Course Fee: Volunteer Lethbridge Member Organizations – **No Charge**
Nonmembers - **\$10.00/person/session**

To register or obtain more information: e-mail: training@volunteerlethbridge.com
phone: (403) 320-2044

Registration Deadline: Tuesday, February 28, 2012

About the Presenter: Peter is first and foremost a coach for presenters and on-camera personalities. But his coaching talents go beyond mere performance. He is skilled at crafting highly focused, succinct speeches, scripts, or presentations that get to the point and get results. Peter began his thirty year journey crafting 30-second commercials for some of Canada's largest national retailers, eventually becoming president and managing partner of Palmer Jarvis & Associates. He has ten years experience as a commercial writer/producer and is technically skilled in all aspects on television production. During the past twenty five years as an entrepreneur, he has written, developed, and produced hundreds of hours of marketing video, corporate training programs, written executive speeches, and coached leaders. He has contracted with National Seminars for the past three years and has been speaking professionally for five.



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