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**ICSA Canada presents:**

**Speaking with Power**

**May 30, 2012**

## **INTRODUCTION**

A presentation is one of the most important tools you have in business for getting things done. Whether you are persuading colleagues, servicing a client, energizing a team or showing an idea to senior management, the power of your presentation makes the difference between success and failure.

This highly interactive workshop focuses on professional business communication, including preparation, structure, delivery, strategy, use of visual aids, and handling question and answers.

## **HIGHLIGHTS OF WHAT YOU WILL LEARN**

- Design & develop a captivating presentation multi-media savvy world
- Master effectively & efficiently communication strategies
- Practice & perfect key **Body Language** actions
- **Connection** and **Congruency**
- **Maximizing Voice and Facial Expression**
- Practice impromptu speeches and presentations
- Using PowerPoint, whiteboards, flip charts and props **effectively**
- Lots of practice and feedback
- Speak with power and enthusiasm
- Learn to relax & control nerves - develop correct breathing and posture
- Use both common and high-tech media effectively

This workshop will aid all participants in helping to deliver the message to both internal and external clients so they will want to choose your ideas, company's products or services over other presenters. Speaking with Power will improve participant's presentation skills whether they are persuading, educating, or informing. With so much riding on your presentation ability, you will not want to miss this opportunity to sharpen it to perfection.



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## **MODULES**

### **Module 1 - Converting Ideas Into Communication**

- Craft introductory messages that immediately captivate audiences.
- Discover the importance of giving your group a call to action.
- Learn essential rules for presentation content
- *Practice: Personal Presentation*

### **Module 2 - Master the Non-Verbals**

- Discover how to present with charisma and credibility.
- Practice nonverbal communication cues – to create desired presentation atmosphere.
- Learn which gestures and words are absolute no-no's, and which can help you add power and impact to your message.
- *Practice: Business Presentation*

### **Module 3 - How to Leverage the Power of Atmosphere**

- Learn astonishingly easy methods for capturing attention.
- Learn the critical rules for maintaining the integrity of your visual presentation.
- You'll explore a/v media types, and learn which are most effective with various audience types.
- Discover the psychological implications of colors and shapes in presentations.
- *Practice: Informing/Educating/Motivating Presentation*

### **Module 4 - How to Interact with Audiences**

- Explore the opportunities and challenges of audience interaction.
- Learn how create a truly interactive presentation experience, compelling your attendees to reach your conclusions for you.
- Practice handling tough questions with any type of adverse audience member.
- *Practice: Putting It All Together*

## **WHO SHOULD ATTEND?**

Anyone who wants to advance their career, improve customer service and/or sales, land an account, nail an interview or get that promotion.



**Bio – Corey Atkinson, Professional Speaker & Corporate Trainer**

Corey is a sharp and seasoned training specialist who exemplifies leadership in all walks of life. As a professional speaker, corporate trainer and consultant, Corey works with clients to enhance their clients' customer experience and strengthen their service skills. He is energetic, entertaining, but most of all educating - a respected instructor who has a natural ability to connect with all levels of a business - from the CEO to Customer Service Representatives.

With over 10 years of experience in numerous organizations - both for profit and non-profit - Corey has become a recognized professional in customer service and leadership. Participants of workshops facilitated by Corey provide exceptional feedback with comments such as "fun and interactive" and "knowledgeable with meaningful examples".

**AGENDA**

**Date:** Wednesday, May 30, 2012

**Time:** 8:30 A.M. – 9:00 A.M. – Registration  
9:00 A.M. – 4:30 P.M. – Workshop

**Location:** TBD

**Cost:** ICSA Member: \$399.00 + HST                      Non-member: \$479.00+ HST  
Groups of 3 or more will receive a 10% discount

**Reply By:** **Wednesday, May 23, 2012**

**Contact:** Dolly Konzelmann

**Phone:** 905-477-5544

**Email:** [dolly@icsa.on.ca](mailto:dolly@icsa.on.ca)



REGISTRATION

Speaking with Power  
Wednesday, May 30, 2012

THE FOLLOWING PERSON(S) WILL BE PARTICIPATING: (Please print)

1		5	
2		6	
3		7	
4		8	

I am an ICSA Canada MEMBER:  Yes  No

**Cost:** ICSA Member: \$399.00 + HST Non-member: \$479.00 + HST

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Once reservations are confirmed, any cancellations not received will be charged accordingly. To keep our prices affordable, we will invoice all no-shows. Replacements are welcome. ICSA Toronto Chapter has the right to cancel or reschedule its venues due to unforeseen circumstances. If a cancellation occurs, ICSA Toronto Chapter will refund any payments that have been made for that venue.

*If there are others in your organization that could benefit from this information, please forward this to them.  
Thank You.*