

# Presentation Skills/Media Training

For registration information contact Winnie Chan, Senior Conference & Training Coordinator of The MEARIE Group, at 905-265-5332, email [wchan@mearie.ca](mailto:wchan@mearie.ca)

## Course Summary:

**Peter Barrow, Facilitator**

LDC's are in the public spotlight like never before and are expected to be open and transparent in everything they do. This program for senior managers and executives combines the fundamentals of truly effective presentations with ways to work effectively with the media and be outstanding ambassadors for their utilities. For an executive, it is not enough to be "comfortable" with public presentations; today, one has to be "superior". This course teaches you how.

## What Will be Learned:

- The 90-10 rule of being a great speaker
- The Rule of Seven- what it means and how to apply it when speaking
- How to put your message together in a hurry- hook, sell, tell, call to action
- Twenty fundamental yet vital do's and don'ts of podium presence
- Making use of hands, eyes, body language, voice and all your other assets
- Fifteen myths about how the media works
- What "news" really is and how to create it
- Making media statements- the right way and wrong way
- How to handle media questions like a pro
- Mini-presentations and video feedback for all participants

## Who should attend?

Managers, supervisors, CDM staff and anyone who is looking to improve their public speaking and/or media presentation skills.

<b>Date(s):</b>	May 19, October 6	<b>Cost:</b>	\$ 495.00 + GST Includes materials, lunch and breaks
-----------------	----------------------	--------------	---

<b>Course Length:</b>	1 day	<b>Location:</b>	The MEARIE Group
-----------------------	-------	------------------	------------------

<b>Accommodation</b>	Accommodation (see pg. 6) is the responsibility of employer. Lunch will be provided by Training Agency.		
----------------------	--	--	--



The MEARIE Group – Connecting You To Ontario's Future  
Professional and Management Training 2010