

Dear Conference attendees.

We are excited to present more information about our Keynote speaker, Patricia Fripp and our other education sessions.

EDUCATIONAL INTERACTIVE KEYNOTE SEMINAR Patricia Fripp, CSP, CPAE

Saturday 8:15 AM *Under the Magnifying Glass: Good to Great Presentations*



Being a powerful, persuasive speaker is no longer simply a nice skill to have. It can be the difference between business and career life or death.

This information is designed for you if you are a leader, manager, sales professional, Toastmaster, professional speaker, consider yourself a novice, intermediate or advanced presenter, and just want to advance in your chosen profession.

In this entertaining, thought-provoking, and content-rich presentation, you will learn specific techniques that will guarantee that both you and your presentations are memorable for all the right reasons.

In this presentation you will understand how to do the following:

- " Understand the number one secret of a great presentation
- " Emotionally connect to every audience, every time, no matter the size
- " Present information in the right order for retention
- " Help your audience see your stories
- " Dramatize your stories and examples
- " Add the power of specificity
- " Add small, specific techniques that positively impact your presentation

Nobody is better than Patricia Fripp at helping you increase your presentation knowledge and impact.

9:25 AM *You Are the Star! Good to Great Presentations in Action*

If your audience is in the Boardroom, training center, or conventional hall, reporting to senior management, leading a team meeting, making a sale, or delivering a Toastmaster speech in this highly-interactive, content-rich, educational keynote you WILL learn techniques to advance your skills and career.

- Willing volunteers will be invited to deliver a small portion of their presentation and Patricia Fripp will add her laser-focused coaching
- Watch the artistry in action as we put their content Under the Magnifying Glass, and take a closer look
- You can test your skills and new knowledge to see if you can find the same or different ways to recommend improvements
- You will come to appreciate the focus on word choices, the amount of specificity, amount of drama, emotional connection, and clarity of the message
- Audience members, as well as the coaches, will learn by watching how a word, pause, or movement can impact every presentation
- Witness why Patricia Fripp is considered the Steven Spielberg of executive speech coaching

In 1975 Fripp joined the Cable Car Toastmasters Club in San Francisco. She was the second woman ever to deliver a keynote at an International Toastmasters convention. Who knew what would happen as a result? You can now benefit from seeing and learning the best advice, gleaned from almost 40 years of studying powerful, persuasive presentation skills.



Sunday 9:15 AM Patricia Fripp's Sunday Special

How to Cut Your Way through the Clutter to Get Paid to Speak

You will enjoy Patricia's razor sharp wit and cutting edge strategies

If you are a beginner who wants to get booked without going broke...sign up NOW.

- Learn how to logically build a business and before you quit your day job. Perhaps that will be never. That is OK.
- Find out what you need to invest in and where you can save.
- Patricia will share the best advice she has received.

If you attend the Saturday sessions, you will see Patricia knows how to command the stage. That alone will not get you booked enough to build a business.

Bring your specific questions about how to build a speaking business, so come and bring your specific questions about how to build yours.

FRIDAY NIGHT EDUCATION SESSIONS

Don't Sleep on it

Chris Garrett



It's time for us to conquer our sleep challenges once and for all. We will look at sleep for a different angle by discussing the bonuses out there for the taking when you get your Zzz's and how you can build a long- lasting sleep foundation now!

Pathways Keynote Address: *Which Pathway Will You Choose?*

Doug Kelly, DTM

PDG



For more than 60 years Toastmasters have found great education and growth through the Communication and Leadership program. However, times and technology have changed tremendously. This year Toastmasters is shifting to Pathways. With Pathways every member will be able to choose the most relevant direction for their personal development. With Pathways you choose your destination and Toastmasters will help you get there.

SATURDAY EDUCATION SESSIONS 10:40 AM

Improv 101

Cathy Huang



We will all leave our ego and fear at the door and practice failing. Then, we'll embrace the fundamental core of improv - "Yes And!" and practice thinking quickly on the spot. By the end of this session, you'll have surprised yourself and we will all have created some hilarious moments together.

Podcasting 101 for the Adventurous Toastmaster

Valerie Lopez, DTM



What's a podcast? Why should I create one? How do I create one? With podcasts, you pre-record, you're usually not in front of a live audience, and the feedback is delayed – in other words, NOTHING AT ALL LIKE A TOASTMASTERS SPEECH! So why should you podcast? Because it's fun and you CAN actually apply everything you've ever learned in Toastmasters to reach a global audience!

We are Toastmasters in a Material World

Scott Avery



Too often Toastmasters live in a Toastmasters "bubble." ALB / ACS Scott Avery believes that Toastmasters must break out of the "bubble" and be *Toastmasters in the Material World*. During this session, Scott will share his Toastmasters' story -- how he lived in the "bubble" during his first years. But then came his personal epiphany: that we must use our Toastmasters skills to achieve our dreams and, in the process, make the world a better place.

Membership: R.I.S.E.

Atheria Scott, DTM PDG



This is a system that can be easily implemented NOW by club officers and mentors. It is designed to help maintain a stable membership by focusing more attention on taking care of new members from Day 1. This will include scheduling induction ceremony within 30 days, presenting Toastmasters 101 within 4-6 weeks and helping them to complete 3 speeches within 3 months.

- R. – recording – officers/mentors record dates and names of the members who are
- I. – interacting
- S. – supporting
- E. – empowering the new member as stated

SATURDAY EDUCATION SESSIONS 5:10 PM

Improv: How to Tap into Creativity and Authenticity

Katie Doran



Learn to apply the tenets of improvised theater to work and life. Improv reminds both players and audience members how to agree, contribute, listen, commit, fail, and play.

This interactive presentation will afford its audience opportunities to practice presence of mind and focus through improv demonstrations and games.

How to Attract your Niche Club Members Through Blogging

Kathy Moore, DTM



In “How To Attract Your Niche Club Members Through Blogging” long-time internet marketer Kathy Moore starts by defining key terms in Search Engine Optimization for the beginner. She then explains why blogging is such an important and cost-effective tool for Toastmaster clubs to attract new members. Key factors in developing and maintaining a well-followed blog will be presented. Finally, attendees will create a blog plan for their own club by first identifying their *marketing niche*.

Practicing Handling Business

Deborah Arrington, DTM



Handling business in any meeting should be efficient and fair, using the rules of parliamentary procedure. This workshop will focus on how handling business properly can save time while allowing all to have a voice. We learn best when we practice what we have learned so with a practice segment, you will be able to use the correct terminology in a typical situation & leave with the confidence to handle your own club business.

The Secrets of Storytelling

Israel Hernandez



Powerful story tellers project themselves into their speech, adding drama, excitement, and charisma to each presentation. Having command of their subject, dynamic speakers exhibit a natural presence and project ideal emotional energy. They work hard to develop these skills, practicing incessantly. With this course you, too, can develop a unique delivery style. After you have mastered the art of effective speaking, you can use the resources and techniques you have learned to help others.