

# American SPEAKER

TRAINING CAMP

February 28 & 29, 2012 - Miami, FL  
April 10 & 11, 2012 - Washington, DC  
August 13 & 14, 2012 - Los Angeles, CA  
September 10 & 11, 2012 - Boston, MA  
December 10 & 11, 2012 - Las Vegas, NV

We've all been there at one time or another. Sweaty palms. Butterflies. Dry mouth. You guessed it! Fear of public speaking! What exactly are we all so scared of anyways? Making a mistake? Hundreds of pairs of eyes all on us? All of the above?

Mastering public speaking is an invaluable skill that will help you succeed throughout your career and life. And with American Speaker Training Camp, we'll help you build essential public speaking skills to expand your persuasive power and personal presence.

Experience the practical training, constructive feedback, and empowering skills that you will build in this revealing two-day public speaking training course. Sign up today for American Speaker Training Camp—and start mastering the art of persuasive public speaking!

## YOU WILL LEARN:

- How to master the art of public speaking, while feeling like you're just having a conversation.
- How to arrange your message in ways so compelling others must join you.
- How to put in specific communication causes to achieve desired results.
- How and why everything you say and do affects those around you.



## Roy and Jeanette Henderson

together have over eighty years experience in the art of presentation. Mr. Henderson has

over 52 years of experience in the art of presentation and the study of audience psychology, beginning with Baccalaureate degrees in Drama, Psychology and Acting from the University of London and the Central School of Speech and Drama.

Mrs. Henderson's more than 30 years of communications education and experience includes a degree in communications, and as a "personality", writer and producer and director of numerous radio, television, and theatrical productions. She is a published writer, and political commentator, and currently appears weekly on the radio program "Viewpoints" on WCPI-FM.

In addition to working with countless executives and political leaders, their clients include: George H.W. Bush, Gerald R. Ford, Dan Quayle, Robert Dole, Rudy Giuliani, Dr. Condoleeza Rice, Tom Ridge, Arnold Schwarzenegger and Elizabeth Dole among others.

Roy and Jeanette have also served as the Official Speech Coach and Presentation Advisor for every Republican National Convention since 1992.

# PROGRAM AGENDA:

## DAY ONE

### THE SIX TRUTHS OF HUMAN INTERACTION

Learn to:

- Define the relationship between the presenter and the listener
- Establish goals for the outcome of a presentation
- Take the initial steps toward achieving those goals

### THE THREE STEP FORMULA OF INSPIRATION

Learn to:

- Recognize the use and value of the Formula for Inspiration
- Identify pitfalls of many common misconceptions about content arrangement
- Develop effective and persuasive content using the Formula

### THE SEVEN ELEMENTS OF HOW TO SAY IT

Learn to:

- Implement proper stance, eye contact, gestures and other body language in a way that will inspire trust in your listener
- Use your voice as an instrument to paint strong images for your listener
- Apply proper physicalization and verbalization regardless of the venue or number of listeners
- Identify the flexibility and ease of using the Formula for Inspiration in developing content
- List the strongest form of communication above all others
- Replicate that strength in all venues

### THE SEVEN ESSENTIAL TOOLS FOR YOUR PRESENTATIONAL TOOLBOX

Learn to:

- Use a lectern and microphone in the most effective way possible
- Identify the importance of using the correct attire for the occasion
- Lay out a script so simply and effectively you can read it almost cold and make it look like you've been practicing for days
- Gain the authority necessary to be a more effective presenter

## DAY TWO

### THE SIX FINAL INSIGHTS TO MASTER

Learn to:

- Control and direct your adrenaline into productive service rather than fear
- Describe what to do when things go wrong
- Develop a specific plan to insure the moments before your presentation is as effective as possible

### DEMONSTRATION AND WORKSHOP/GROUP COACHING

Learn to:

- Describe exactly what it feels like and looks like when a presentation is superior, and why
- Recognize which tools you have mastered and which need further development
- Ensure your presentation is the best presentation, and identify why "The Best Presentation Wins!"

*"This was an inspirational class – people were stuck to their seats during the fundamentals, afraid to hit the bathrooms & miss anything. If this had been a 5 day Training, I would have eagerly stayed all 5 days. This is information we all need to know, whether we're in sales, CEO, accounting, training, anyone who talks to people should attend!"*

– Kari B., Jack Henry & Associates

*"This workshop was inspiring, instructional and challenging. No matter what level of expertise you bring to the table you will be given tips and techniques to take you to the next level. Superior instructional style doubled with compelling examples kept all of us engaged and entertained. This course was at A+ in my book."*

– Donna R., USA EPA

## Register For As Little As \$795!

### 3 Easy Ways to Register:



Call: 800-791-8699



Email:  
Camps@BriefingsCustomerService.com



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AmericanSpeakerTraining.com

[www.AmericanSpeakerTrainingCamp.com](http://www.AmericanSpeakerTrainingCamp.com)