



RHEEM MEDIA

Executive Communication Seminars

Presented By
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President

THE GOAL

To improve presentation and overall communications skills among key staff.

THE PROGRAM

Custom designed. The seminar will include guidance on speaking and presentation techniques, message development, as well as audience analysis and control. Participants can focus on an upcoming presentation assignment or on a fictional scenario of their choice.

Fast-paced, fun, and substantive. Each participant will be given a pre-seminar homework assignment to so we can hit the ground running. The learning environment will be informal but not easy-going. Real progress in communications training almost always comes with some discomfort and "stretching."

Academic. A workbook will be provided containing substantive background to serve as an ongoing resource.

Hands-on. Participants are led through a series of on-camera exercises that may include delivering informal remarks, making a presentation with an overhead projector, and speaking to employee groups and professional meetings.

Target Audience – key staff: Deliver a communications seminar designed for top level staff specifically to improve presentation and overall communications skills.

You Gain Actual Experience On

- How to organize your presentation
- How to deliver exactly what your audience wants to hear
- How to control the question and answer period
- How to pre-analyze your audience
- How to respond to technical problems

TV Playback Helps Us Counsel You

We use television as a teaching tool, with a trained camera operator providing you with a confidential record of your progress. We look at the videotape together to review your work and to enable you to make immediate corrections under the guidance of our professional instructors. At the end of training, you take with you your own personal videotape, along with our special media training manual, a valuable reference tool that contains speaking and interviewing tips, tricks of the trade, and follow-up suggestions.

Your Progress Is Ensured

We have trained hundreds of executives and managers representing a great range of experience and talent. Our goal is to have fun while providing clients with valuable practice, helpful insight, a greater sense of control and a positive outlook toward speech, presentation and media opportunities.

Through the "learn-by-doing" counseling process, you are taken through real-life scenarios that build confidence and, with it, credibility. You learn how to take control of interviews or speaking opportunities; how to reach the audiences you want; how to disarm adversaries; how to convey a winning attitude; and how to win acceptance of your points. Trainees are shown how to handle potentially intimidating situations and stay in control, turning challenges into opportunities.

Graduates of our seminars report significant improvement in their ability to speak positively one-on-one to small groups and large audiences.

WHY GET TRAINING FROM RHEEMMEDIA?

Successful executives and managers recognize the importance of building public support and shaping public opinion. But they also know that when they are unable to respond quickly, confidently and persuasively to communication opportunities, they can fail to make their best case in the "court of public opinion." RheemMedia Executive Communication Seminars are designed to help executives and managers score well, with confidence and poise, in all public speaking venues.

RheemMedia staff have broad experience counseling individuals, companies and organizations on the development and communication of messages. Because we specialize in turning technical information into simple, lay language, and because we counsel clients on crisis communication and coalition building, we are the perfect partner for company managers and executives who face challenges in sensitive issues and situations.

Our program offers a proven avenue to shaping and developing messages (on issues, on company topics, on products) – and to delivering them *persuasively* to your audience.

LOGISTICS

Recognizing the temptations of working too close to office duties, email and voice-mail, it is recommended that the seminar be held off-site (i.e., hotel facility).

The seminar will begin at 9:00 AM and conclude no later than 4:30 PM, including (if possible) a working lunch. Refreshments should be provided throughout the day. A detailed itinerary will be provided once the training is booked and paperwork completed.

THE BUDGET

The seminars are offered at \$4,500 for training sessions conducted in the Washington, DC area. Off-site sessions are offered at the same fee level, exclusive of transportation and other expenses incurred outside of our normal training operations. Facility rental, food, and other expenses are not included. Every participant will receive a valuable presentation skills resource manual offered exclusively by RheemMedia. If there are fewer than 6 participants, each one will leave with their own VHS recording of their on-camera work.

Seminar Fee (includes trainer, workbooks)	\$4,500
Videographer (includes individual VHS tapes*)	\$ 500

* For six or fewer participants.