

Selling the Tough Stuff

A One-day seminar for Engineers, Planners, and public employees who are looking to improve their ability to present in a public forum, especially for “tough” or complex projects.

WORKSHOP CONTENT

This seminar focuses on identifying ways to make regular presentations more effective when talking with "tough" or opposing audiences. In addition, approaches will be featured to make complex info more appealing and understandable. The techniques presented in this workshop are copyrighted and proven successful with design professionals across the nation.

INSTRUCTOR

Joanne G. Linowes, is originator of acclaimed techniques for impressive presentations and methods for marketing/business development. Her expertise is in helping professionals with technical, scientific, design, or quantitative backgrounds enhance their ability to present their ideas with power and influence.

She is author of *Acquiring the Competitive Edge: Essential Communications Strategies for Design Professionals* and *The Savvy Presenter: 100 Tips for Mastering Presentations*.

She publishes regularly in *Architect/Engineer Marketing Journal (AEMJ)* and *PSMJ project management journal*.

Ms. Linowes chairs the Leadership Education Committee of ACEC/Massachusetts. She is an affiliate member of the Boston Society of Architects and served on the Board of Directors of the Design Build Institute of America/NE region from 2000-2012. She chairs the LEAD --Leadership Education And Development program for a Boston area

New England Section of the Institute of Transportation Engineers



nonprofit, where she is also on the Board of Directors. Ms. Linowes holds a B.S. from Boston University and a M.S. in educational communications from The University of Pennsylvania.

DATE AND LOCATION

ITE New England Section Annual Meeting
Date: Monday, December 2, 2013
Time: 8:15am-4:15pm
Location: Crowne Plaza Hotel, Warwick, RI

CONTINUING EDUCATION

Seven Professional Development Hours will be awarded to the workshop participants.

FEE

\$220 for private consultants
\$110 for public employees
Includes dinner at the NEITE Annual meeting, along with handouts, breaks, and lunch.

REGISTRATION

To register for this workshop, please contact:
Claire Choquette
Ocean State Signal Company
27 Thurber Boulevard
Smithfield, Rhode Island 02917
Phone (401) 231-6780
Fax (401) 231-4390
Email cchoquette@oceanstatesignal.com

Make checks and purchase orders payable to: NEITE

Please, register by November 25th.

For more information on this training session, please visit our website at www.neite.org

To register, complete information below and return with check.

Name _____
Company _____
Telephone _____
Email _____

Dinner Choices: Beef _____ Chicken _____ Cheese Tortellini _____

Please bring a gift for the door prize raffle.