



- **Do your presentations do justice to your content - or do they do "just this"?**
- **Do your audiences get the message?**

On Saturday 19th November the Professional Speakers Association – Ireland Chapter will host a workshop entitled:

“Expertise + Eloquence = IMPACT!!”

**Learn how to really knock the socks off your audience.
Find out how to enhance your power and credibility as a speaker.**

The workshop will begin with a review of the eight core competencies of a professional speaker. This will be delivered by **Rody Ryan** based on his recent highly successful workshop at the PSA Annual Convention in Brighton. Following the review, the workshop will focus on the "top three" areas:

1. Topic Development

This competency deals with developing suitable material and tailoring it to specific audiences. It will be presented by **Veronica Canning**, renowned for her original approach to clear and creative thinking.

2. Presenting and Performing

This competency is where everything comes together, where expertise and eloquence combine to inform, motivate and entertain the audience - or send them checking the programme to see what's on next.... It will be presented by **Andrew Keogh** who is a professional trainer in the "art of extended conversation".

3. Platform Mechanics

This competency ensures the best use of space, equipment, layout and introductions. It will be presented by **Rody Ryan**.

Location	Montrose Hotel, Stillorgan Road, Dublin	Note*: If a member brings 2 or more visitors the cost will be €15 each for the entire group.
Date	Saturday 19th November 2005	
Time	9.30 for 10am start until 1pm	
Entrance	Members €30 Visitors €20 – but see note *	
Bookings	info@aristo.ie or fax 01 820 8935	

Admission to this powerful event is limited, so book early to avoid disappointment.