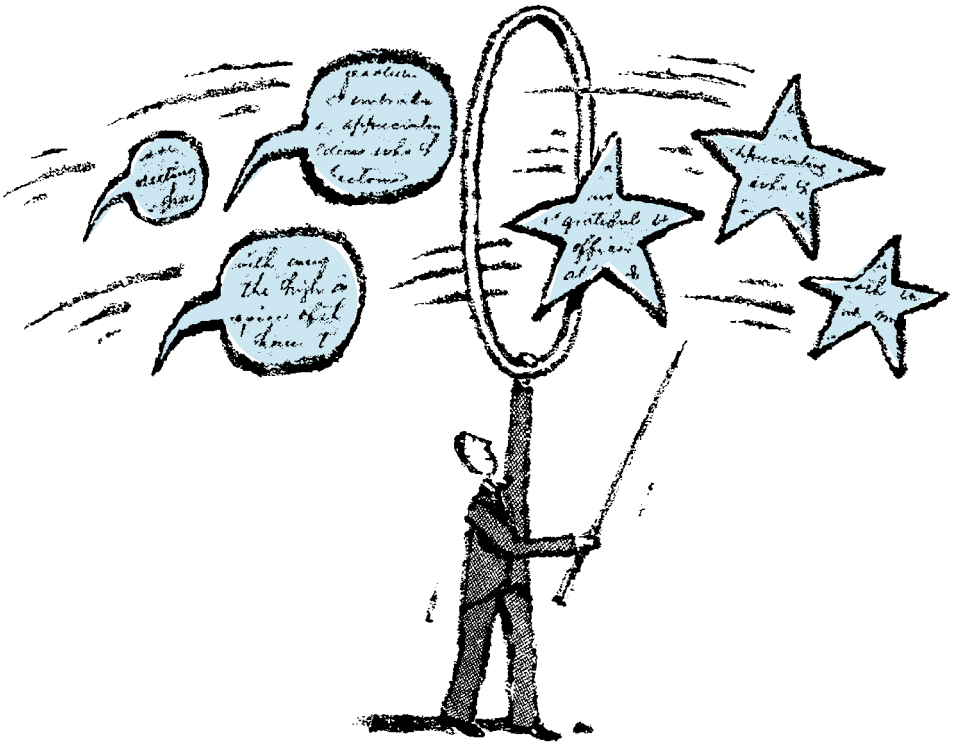


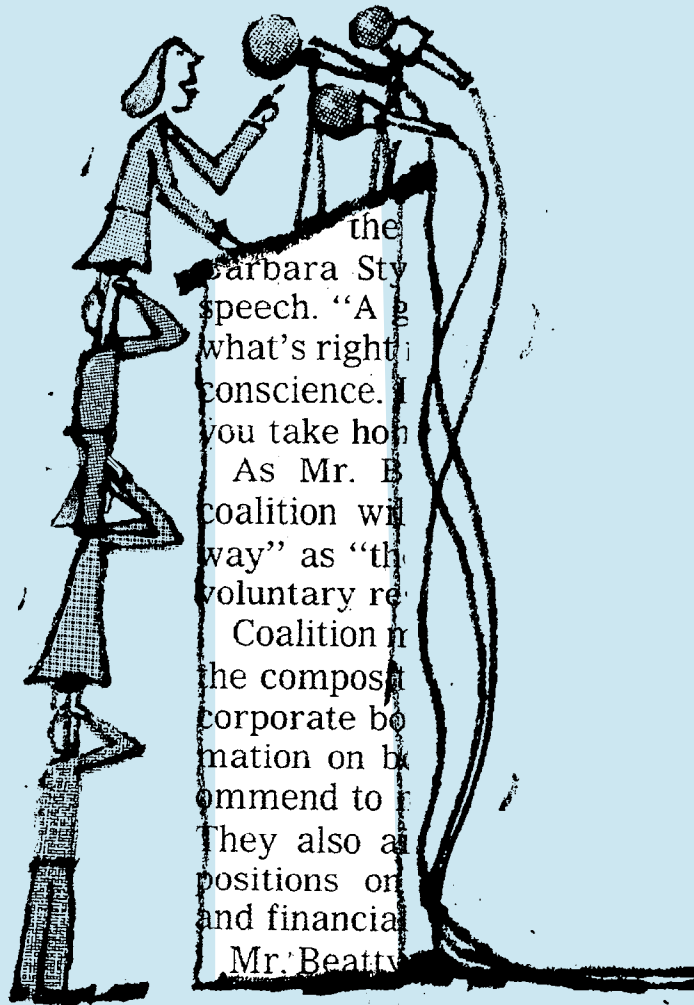
REMARKABLE

Transforming Media & Presentation Training



The Communication Center®

SUSAN PETERSON PRODUCTIONS INC



We work hard to make it easy.

To be effective, communication training should be easy. After all, the last thing you need is a hard climb up another learning curve.

At The Communication Center, we provide expert, customized training, coaching and strategic counseling for media interviews, speeches, presentations, and crisis situations. To make your training go smoothly, we begin by learning about you and about your industry through interviews, as well as thorough reviews of any relevant videotapes, clippings, speeches, and presentations. In fact, we often get to know our clients almost as well as their own staff, and in the process become a trusted advisor, as well as trainer.

Communicating in today’s media marketplace is complex — but we are experts at making the complicated easy.



Our experiential approach is an unforgettable experience.

Because the best learning occurs through doing, our training program and methodology emphasize experiential learning.

We begin with interactive workshops where we work together to analyze your audiences and develop core messages. In subsequent interview simulations, we help you practice these messages in front of a camera (no training tool is more effective — or eye-opening — than videotape). As a result, you not only get state-of-the-art training and support, but the realistic experience necessary to become a better communicator.

The bottom line? Grace under fire — and the hands-on practice needed to make you a confident, media-savvy communicator for life.

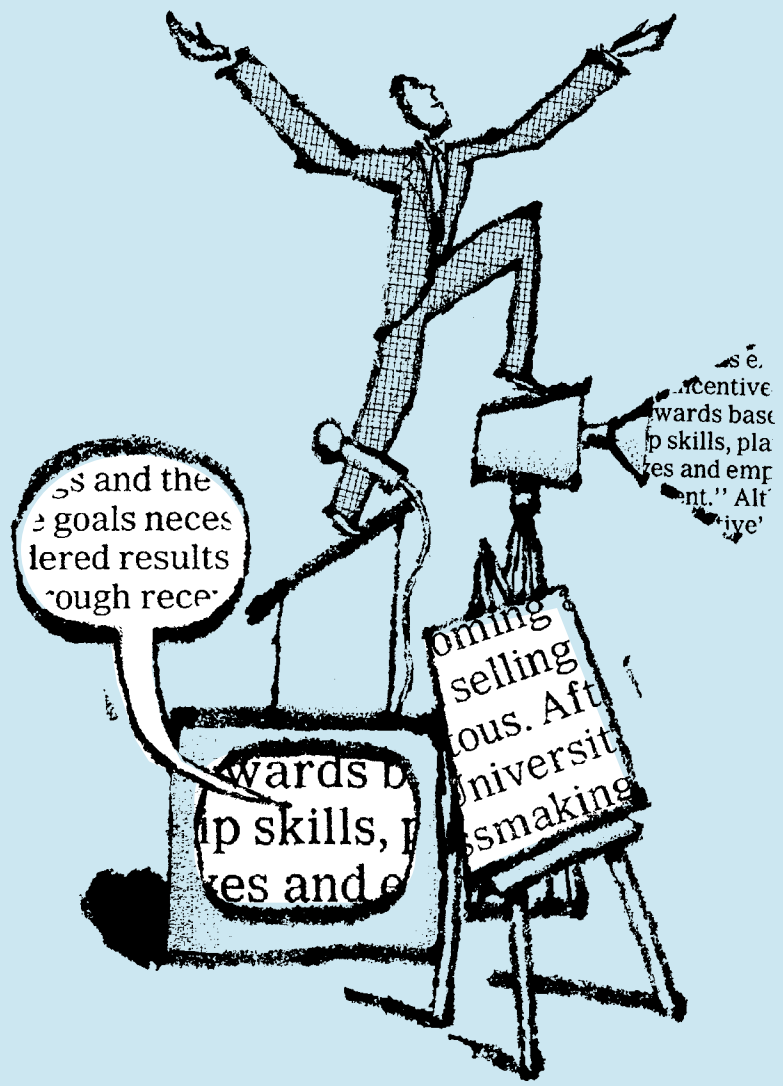


Your **trust** is built on confidence.

We view the training process as only one aspect of our relationship with clients.

When the training is over, we continue to offer support through our nationwide network of coaches, an international media expert based in London, and our Communication Hotline, available 24/7. We also stay in touch with many of our clients less formally — in the role of colleague, friend or sounding board.

At The Communication Center, we're driven by such core values as responsive, personalized service, teamwork, trust, care and support. We are pleased that we can continue to deliver these values by serving as a reliable resource for our clients, long after they've completed training.





Training that transforms.

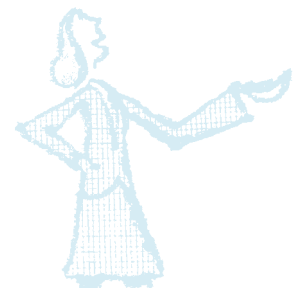
There are few functions as central to who we are as professionals as the ability to communicate. Indeed, our clients frequently tell us of the career-related benefits they are deriving from their communication training.

But we also hear clients describe their training as a personal transformation. Whether it's the camaraderie that builds through our team-oriented approach to presentation or crisis communication training, or the personal confidence that comes from becoming a skilled communicator, our training often opens up new areas of personal growth.

Because how you communicate is just as important as what you say; communication skills are vital to your success and that of your organization. We are eager to help you become the communicator you need to be.

The Communication Center®

- ▲ Media Interview Training
- ▲ Presentation and Public Speaking Techniques
- ▲ Message Development and Refinement
- ▲ Leadership Communication Skills
- ▲ Crisis Communication Coaching
- ▲ Testimony and Q&A Preparation





The Communication Center®

Susan Peterson Productions Inc
1612 K Street, NW
Suite 1000
Washington, DC 20006

Phone **202-463-0505**

Hotline 800-929-7774

Fax 202-463-0304

info@thecommunicationcenter.com

www.thecommunicationcenter.com