

Don't Forget About Our Follow Up Sessions!

Do you have an upcoming interview, speech or presentation? If so, The

Communication Center offers telephone consultations



and follow up sessions to help you prepare. Take advantage of our two-camera studio and stop by for a quick practice taping and one-on-one critique. Feel more confident next time you talk to a reporter, speak to a large crowd, or address a board room.

Learning Leadership

New! Leadership Communication Series

In times of crisis, competition and complexities, business benefits from leadership. The Communication Center proudly presents our Leadership Communication Series. These custom-designed sessions enable you as an individual or as a group to create powerful messages, generate buy-in and inspire internal and external audiences.



Our Leadership Sessions Include:

Leadership Communication: Whether you're already a leader or aspiring to become one, we coach you to define and refine your communication strategy and style.

Mastering the Art of Storytelling: By using stories to convey and support your messages, you discover how storytelling can make you a memorable and compelling speaker.

Communication It's Your Business: This session offers a comprehensive look at day-to-day communication from board meetings to one-on-one interactions with colleagues. No matter the situation, this session provides vital tips on how to enhance your professional communication style and maximize your influence and impact.

Perfecting your Pitch: This highly interactive program will teach you to organize your thoughts quickly and develop a unique selling proposition for your practice, firm or self.



The Communication Center Newsletter

January begins our **Lunch and Learn Series on New and Social Media**. Read on for communication lessons learned from the Presidential Debates as well as new offerings!



Tel: (202)463.0505
www.thecommunicationcenter.com

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COMMUNICATE

Setting the Stage: Lessons Learned from the Presidential Debates

Representatives from the two campaigns painstakingly negotiated every find point of the presidential and vice-presidential debates, from the lengths of answers to height of the podiums. For many speakers, a speech setting is almost as important as the speech itself. President-elect Obama appeared more comfortable on a podium while Senator McCain preferred town hall events. Here are a few observations to help you decide what sort of format works best for you.

On the podium:

Some speakers tend to disappear behind a lectern, almost as if they're hiding from the audience. Both candidates were very skilled at speaking in such settings and did not suffer from lectern lock- a common affliction where speakers hang on for dear life to both sides of the lectern.



Quick Tip #1: Don't play hide and seek with your audience, step out from the podium and communicate your confidence.

Town hall events:

In any town hall setting, questions from the audience must be answered respectfully. It is best to first respond directly to the person who asked the question, rather than immediately turning to the entire audience to respond. This is the perfect place to develop a more intimate connection with audience members. You can convey personal stories in a more conversational tone. It also requires a lot more preparation than a traditional speech. You have to anticipate potential questions and be ready with your talking points.

Quick Tip #2: One more time for the cheap seats in the back! If you're in a large room repeat the question before you answer so everyone can hear and follow along.

At the table:

This turned out to be the most interesting debate setting between the two candidates. Their exchanges were sharper most likely because of their close proximity. Comments cannot help but seem more personal when the individuals are next to one another. It also heightens the power (or lack thereof) of active listening skills since eye contact is critical.

Quick Tip #3: Get ready for your close up! Proximity makes it personal. Show respect by listening with your eyes and engaging with everyone at the table.

Lunch and Learns are Back!

Mark your blackberry! January 2009 begins our highly anticipated Lunch and Learn Series on New and Social Media. TCC will host some of the top social media experts as well as prominent clients who are successfully using blogs, facebook, twitter, multimedia communication and more.

Space is limited so be sure to take advantage of this opportunity to learn the New and Social Media lingo and how to communicate your message through these popular internet marvels.



For an invitation and more information please contact:

agoldense@thecommunicationcenter.com