

Presentation Excellence's Executive Training Workshop Is on May 14 in NYC Dr. Jerry Cahn Leads the Hands-on Program

New York, NY – April 3, 2009. Presentation Excellence, a resource center providing presentation training and strategic consulting services for executives, announced that a full-day Executive Presentation Training Workshop will take place on May 14, 2009 in midtown Manhattan.

The Executive Training Workshop is designed for senior executives with management, sales, marketing, investor relations and related responsibilities. It focuses on four areas affecting presentation effectiveness:

- **Substance** – **W**hat's **I**mportant **N**ow versus what's distractive clutter
- **Structure** – Organizing content to flow to its logical conclusion: motivate action.
- **Style** – Keeping language simple yet powerful, use attractive supportive visuals, be aligned with the speaker's style and resonate audience's needs.
- **Speaker skills** – Coaching speakers feel confident and generate enthusiasm by overcoming public speaking fears and learning to control the interaction with the audience.

"The workshop is designed for presenters who speak to large and small groups and /or make one-on-one presentations face-to-face or virtually (e.g., Webinars and web conferences)," said Dr. Jerry Cahn, J.D. president and CEO of Presentation Excellence, who will lead the program. "It's so disappointing when good people with good ideas fail to get the results they want from presentations. It's usually because their presentation and/or delivery skills are not powerful and compelling -- and that's because the executives never had an opportunity to master the art and science of persuasive presentations. That's why we offer these public workshops."

Dr. Cahn is a leading authority on presentation effectiveness. An expert in presentations, business development and leadership development, he's the former CEO of Brilliant Image, a presentation graphics firm which had serviced 5000+ clients, during 15 years, especially executives working at VCs, investment banks, public companies, Fortune 500 firms and start-ups. He also served as president of IAPP, the industry trade association. In addition to coaching executives to produce winning presentations, he is a sought-after public speaker, offering keynotes and Webinars on topics related to business development, sales, communications and personal development. He also teaches at CUNY's Baruch College courses in Leadership Skills, Sales & Negotiations, and Business Policy.

The program format is highly interactive and gives participants better presentations and delivery skills. Prior to attending the program, attendees submit a needs assessment survey and a sample PowerPoint to use in the class. The morning focuses on teaching the fundamentals of presentation effectiveness and address typical challenges faced by presenters. In the afternoon, each attendee presents their presentation and evaluates it in light of the morning's lessons and feedback from the group, a videotape and the instructor. After the workshop, attendees can update their presentations and submit it to Dr. Cahn for final feedback, as well as request additional one-on-one coaching to address specific needs.

To register for the program, visit www.presentationexcellence.com/currentprogam.html. The cost of the program is \$995; register before April 30, 2009 for the early-bird discount of \$200.

About Presentation Excellence

Presentation Excellence provides superior presentation training and strategic consulting services for executives who want superior results. The company offers three forms of presentation training: corporate workshops, public (Presentation Mastery) workshops, one-on-one coaching. It also offers a Presentation Mastery Executive Coaching program for executives who want just-in-time training from Dr. Cahn. The company's team of experts serves as public speakers, trainers and consultants addressing such areas as: sales (individual and group), referral marketing and networking, cross-cultural communications, leadership development, crisis management PR, and mentoring. The company also provides off-site Strategic Management Advances for senior executives. Visit www.presentationexcellence.com for more details.