Thank you for considering me for your upcoming conference. I am very excited about the possibility of working with you and your audience!

I’m Michelle Bowden and I’m an authority on persuasive presenting in business. I’m really passionate about helping people to speak up and influence the people around them so they achieve the successes they deserve in life.

This magazine will help you better understand the approach I would take to educate your people on the subjects of persuasion and presenting. Plus, it will help you learn a bit more about my style as a speaker and educator.

The most important thing for you to know is that I pride myself on being a professional adult educator so my conference audiences walk away with way more than ‘just a good feeling’. They will learn practical skills that can be implemented immediately in the workplace to achieve results so that your business profits. And because I am a committed Adult Educator, I have a robust pre-work and post-conference follow-up system to ensure your people use the skills learnt for decades to come. The skills I teach WILL be remembered.

I want to work with you!

Please choose to book me for your next industry, company, sales, leadership or team building conference where you need your people to be able to pitch their ideas, products and/or services and Speak Up and Influence People!

Thank you!

Looking for a speaker for your next conference?

Michelle Bowden (CSP) is an authority on Persuasive Presenting in Business.

Michelle Bowden:

✓ One of only 35 female Certified Speaking Professionals (CSPs) in Australia – the highest designation for speakers in the world.
✓ Nominated for the past seven years for the Educator Award for Excellence (NSAA).
✓ A consultant to a blue chip list of over 100 international clients for the past 2 decades.
✓ The co-creator of the PRSI – a world-first, brand-new psychometric indicator that reports on your persuasiveness at work.
✓ Renowned for achieving results through learning and laughter.
✓ A passionate educator – she believes learning must be theory-based, entertaining, and highly interactive.
✓ Confident she can ensure behavioural change every time.

WHO IS MICHELLE BOWDEN?

Michelle is the international, best selling author of:

How to Present – the ultimate guide to presenting your ideas and influencing people using techniques that actually work (Wiley).

Michelle is also the author of:

- Don’t Picture me Naked!
- STOP! Your PowerPoint is Killing me!
- How to Present - Tips from the Masters

Persuasion INC.
Some thing really does frustrate me about keynote speaking!

The highly esteemed Broad & Newstrom Survey found that the conversation between a manager and their employee prior to attending workplace training is the single biggest contributor to achieving a solid ROI on your training investment.

It creates what is called a ‘felt’ need.

I’m a very passionate educator with a Masters of Education in Adult Education from UTS.

As an educator I experience the thrill of people changing their behaviour for the long term on a daily basis.....

Every single time I run one of my world-class Persuasive Presentation Skills Masterclasses with a small group (I’ve run this over 660 times), I ensure I achieve real, lasting results. This is because people who attend have a ‘felt’ need to be there. For my training workshops I have a robust pre-work system involving a critical conversation between the manager and their team member prior to attending. In this way the employee is super clear on what is expected of them when they return from training. Everyone is on the same page. It’s why I own the persuasive presentation skills training niche in Australia.

Things are different at a conference.....

When there are hundreds (or thousands) of people in an audience it’s not as easy for a manager to find the time to have this critical conversation that explains why the speaker was booked, what will be covered, and the manager expectations of the employee once the conference is over. This impacts the results a speaker can achieve. It’s very frustrating!

So I decided that I needed to do something to help people achieve some kind of ‘felt’ need prior to attending their conference where I will be a speaker. I don’t just want people there “because my manager sent me!” I want people to WANT to be there.

It’s a big ask I know....

So what can we do together to help your people learn and remember after your conference?

1. I have created a world-first, brand-new psychometric indicator called the Persuasive Relative Strengths Indicator (PRSI for short). It tests your persuasiveness strengths and weaknesses at work. The PRSI is an on-line tool that takes about 20 minutes to complete and your results are represented graphically. I will make this ground-breaking diagnostic tool available for all your delegates to complete prior to attendance at your event. And this is how we create the ‘felt’ need for your people prior to attending your conference. Now your delegates know more about their personal strengths and weaknesses and the impact this has on their personal effectiveness, they are more likely to want to attend my presentation to find out more!

2. In addition, we will workshop at least 4 scenarios from your delegates’ every day working lives so they practice the skills they learn with me in the context they should apply them at work. This way they are more likely to use the skills immediately.

3. As well, my style is very engaging. I will use humour, storytelling and the latest learning technology to ensure the techniques I teach are understood and remembered long term.

4. Further, we create a plan for the future prior to the conclusion of the presentation so everyone commits to positive change.

5. And finally I will provide on-going follow-up that begins with a blog summarising the key learnings, followed by the offer of free subscription to my internationally distributed How to Present magazine and access to weekly posts on social media.

It’s a winning combination as you’ll see from my fantastic testimonials in this magazine. Keep reading and you’ll learn about the topics I can cover and how it might suit your needs.

“A fantastic, high-energy presentation that was so well tailored to the group’s needs. I’ve been to comedy clubs where the presenter wasn’t as funny as Michelle. The energy in the room was electric, we definitely learnt while we laughed. We will all be better at persuasion from now on. Highly recommended!”

Michael Kennedy, MC, AMP PA Conference 2015
How persuasive are you?

We persuade every day. Every day we are faced with opportunities to persuade those around us in the workplace. Some occasions, such as a formal presentation are obvious opportunities to persuade. Other opportunities are less obvious, for example unplanned meetings, impromptu presentations with clients, an informal conversation with a stakeholder, a lift ride with a possible referrer, a professional development event that you have decided to attend at the last minute.

Our persuasiveness is limited by our communication style and often we don’t take full advantage of the opportunities that present.

You can check yourself.....

Why not complete the Michelle Bowden Enterprises’ Persuasion Relative Strengths Indicator (PRSI) to identify your own persuasive strengths and weaknesses.

Complete the tool and you will see that persuasion is made up of a set of elements that can be acquired by modeling specific behaviours that are achievable for everyone.

It’s 100 confidential.....

All responses are held securely and are completely anonymous. If you have any questions about the survey, please email us at michelle@michellebowden.com.au.

How do you access the PRSI?

To complete the PRSI for yourself please click on the following link: https://www.forepsyte.com/studies/pers

Is it compulsory to complete the PRSI?

It’s not compulsory that you complete this 100% confidential PRSI.

On average we find around 60% of people will complete it prior to attending which means more than half the audience is fascinated when they arrive. It’s a huge win for everyone!

If you do decide to participate, and you follow the instructions clearly and answer as your WORK SELF, you’ll have the chance to learn a bit more about yourself and a bit more about each other.

We encourage you to have a go!

Your data cannot be used to identify you.....

If you do choose to complete the whole questionnaire, you will receive a report describing your most and least dominant persuasion competencies on the screen. So it’s best to complete the PRSI when you are at a computer attached to your printer so you can print your results.

Remember this is a self-assessment tool and relies completely on your awareness and judgement of yourself.

The more honest and thoughtful you are about your answers, the more valuable this tool will be for your self-development. Please respond to the questions as your ‘work self’.

What do Michelle’s clients say?

Michelle, you are awesome! You’ve inspired me to be comfortable when engaging my stakeholders. Mira Mrkonja, BDM, Asgard Wealth Solutions

Terrific! ... it was a brilliant, fast moving, informative presentation that was short, sharp and punchy. Gabriela Di Francesco, Convenor, CPA Australia

You are wonderful! Our guests were enthusiastic in their praise of you and rightfully so! You delivered your message with great success! Tania Kapell, MD, Recruitment Edge

Great engagement with such a diverse audience. Trina Sun, Program Executive, IBM

Your session was brilliant Michelle. I loved it! Debra Caples, L&D Advisor, NSW Ministry of Health

Brilliant! I’ve been using Michelle’s proven techniques for many years and have even taught much of her system to my team members to increase their success. Michael Green, Vice President, Oracle Corporation

Knowing the facts and being absolutely right, is not enough... you need others to ‘get it’ as well. Michelle is a master when it comes to persuading others to see it your way. Managing Director, IMC Financial Markets Asia Pacific

Michelle is clearly the benchmark in teaching the skills needed to present and speak with confidence and influence. Mark Ainsworth, Partner, Momentum Financial Group
Do you need to influence people in meetings, one-on-ones, or conferences to change their thinking or behavior?

Would well-developed presentation skills enable you to showcase your business acumen and your professional expertise and knowledge?

Is a lack of confidence in your ability to communicate ideas hindering your career progression or causing you anxiety?

Would you like to learn how to maximize your impact, influence your audience and ensure your communication is always effective?

Michelle Bowden’s world-class training is the answer you are looking for!

**Michelle Bowden will teach you how to:**

- Write the outline and script of your business presentation in a minimum amount of time - then never rely on notes again!
- Use clever, advanced linguistics to influence your audience to say ‘yes!’ to you.
- Explain your credentials so people believe in you.
- Manage your nerves through expert design and script writing.
- Handle challenging questions with ease.
- Use visual aids to support your points rather than “take over” your presentation.
- Manage objections when presenting one to one, one to few and one to many.
- Motivate people to listen to what you have to say.
- Facilitate effective question and answer sessions.
- Influence your audience to change their thinking and/or behavior.
- The program has been designed to specifically help you create interactive, powerful and effective presentations using creativity, leading edge theory and lots and lots of practice.

Different from any presentation skills training you’ve done before...

Expert facilitator Michelle Bowden:

- Coach to internationally renowned CEOs and celebrities.
- Best selling internationally published author on the subject of persuasive presenting in business.
- 7 time nominee for Educator Award for Excellence.
- One of only 35 female certified speaking professionals - the highest designation for speakers in the world.
- Has more than two decades experience and has facilitated this program more than 700 times with many thousands of people across a wide range of industries.
- 100s of fortune 500 companies choose Michelle as their preferred supplier and fly their people to work with her in Australia.

What do Michelle’s clients say?

Michelle is engaging, passionate, experienced, humorous and inclusive. Her programs provide tools for presenting as well as encouraging you to think about your personal brand and removing old baggage. Quite an achievement! Dimity Hodge, Head of Talent & Leadership, Westpac

Michelle is passionate, likeable, knowledgeable and such an astute observer. Great value – thank you. Steve Jobson, Vice President, Compuware Asia Pacific

A must do for anyone wanting to take their presentation skills and influencing skills to a new level! Michelle is a brilliant teacher and generous in sharing her knowledge and experience in a fun way. David Mackaway, General Manager, Challenger Financial Services

Michelle is awesome. Most useful course I have ever done. It has helped me grow as a person. I enjoyed the challenge and I feel empowered. Melissa Rudgley, Sales Operations, Merck Sharp and Dohme

“I felt engaged 100% of the time and that has NEVER been my experience at any training. It was really good fun! I loved the very tangible approach/methodologies that are immediately applicable. Extremely useful and beneficial.” Ian Gilroy, Manager, Cisco
KEYNOTE 1 - SPEAK UP AND INFLUENCE PEOPLE

Michelle has two main keynote presentations:

1. Speak Up and Influence People; and
2. Persuasive Presenting

Speak Up and Influence People

If you’ve ever thought you’d like to improve the way you communicate with the people around you so your relationships become easier...

If you’ve ever thought there must be a way to get people on side...

If you’ve ever wished you didn’t have to influence a stakeholder because you weren’t quite sure of the best way to say it...

Or you just want to hear the word “yes” more often in your life... you’ll love working with Michelle!

We influence people every day of our lives. Sometimes we win. Sometimes we lose.

Speak Up and Influence People is a high energy, theory-based, interactive session that shows you that anyone can have the power to influence and the confidence to speak up in meetings, one-on-ones, emails and conversations and win every time.

Simply learn the 3 x Ps of Persuasion and have the right attitude. This is a fun presentation that will have your delegates laughing, learning and demonstrating a behavioural change.

What will you learn?

Your delegates will:

1. Understand their own persuasive strengths and weaknesses.
2. Grasp the concept of being ‘others focused’ at a whole new level.
3. Know how to build deep, unconscious rapport with their stakeholders so they are better placed to persuade to ‘yes’.
4. Diffuse conflict or misunderstandings that occur during the business day.

5. Practice work-related scenarios and develop real-life responses.
6. Gain a better insight into their current approach to persuasion and it’s impact on long term relationships.

Style....

This is a fun presentation that will have your delegates laughing, learning and yes (just like the picture here) they will be dancing! The theory is based on behavioural science and we will practice real-life scenarios so everyone leaves the session feeling confident, excited and motivated to try their new-found skills on the job.

Perfect for....

Anyone who communicates at home or at work - that’s everyone right? I can open your conference with this presentation, or wake everyone up and have them buzzing after lunch. It’s up to you.

Group size....

The sky is the limit!

Handouts

Here is an example of a delegate handout that I use to ensure your people stay engaged and take useful notes throughout.
How does Speak Up and Influence People work?

There are three phases to this presentation:

Phase 1: Delegates are offered the opportunity to complete the Persuasion Reality Strengths Indicator (PRSI) as on line pre-work. This is part of your keynote speaking investment.

Phase 2: Michelle delivers her keynote presentation called Speak Up and Influence People covering:

- An overview of persuasion (definitions, recent research, statistics on regional and demographic trends).
- The 3 Ps of Persuasion including relevant examples so that delegates are super clear on how to work with these life-changing techniques on the job.
- If you have 1.5-2 hours then Michelle will develop customised scenarios so your delegates practice persuasive responses relevant to their most challenging workplace communication scenarios.

Phase 3:

1. Michelle offers your delegates the opportunity to subscribe to her free on-line magazine called How to Present to ensure they continue their learning in the areas of persuasion and communication.

2. Michelle posts a blog with the key points for delegates to access as a valuable refresher. Plus, delegates are encouraged to subscribe to Michelle’s internationally distributed, free How to Present magazine, and connect through social media.

What do Michelle’s clients say?

Your presentation was one of the best I have been exposed to over my 36 years in sales. You were so up beat and engaging...easy to follow with well constructed content. You gave the sales message a refreshing new look and it felt like I was hearing new information. The dance was a great way to make the message easy to remember. Ray Lipscombe, Sales Executive, Alsco Pty Ltd

Your presentation was fantastic! As a relatively young senior female manager, persuasion of my counterparts and direct reports can be challenging. I found today so beneficial and I was just so impressed. I feel that I could learn a huge amount more from you too. It really was fantastic! Elizabeth, NSW Ministry of Health

I would recommend Michelle Bowden to any organisation that is serious about having leaders who can capture the attention of their audience and motivate and guide people to a desired outcome. Duncan Inkster, GM Sales, Singtel Optus
Persuasive Presenting

- 89% of executives admit to daydreaming during important meetings and conversations.

- 75% of people say they believe they would gain greater respect for their knowledge and expertise if they were better communicators.

- And sadly, when asked about the most recent meeting they had attended, only 28% of people did anything with the information presented – 72% went back to their desk and changed nothing….let’s make sure this doesn’t happen in your meetings ever again!

Would you like your team members, colleagues and clients to sit up and listen when you speak?

Are you sick of feeling like you’re talking to a brick wall in meetings or one-on-ones?

Are you keen to better present your ideas and showcase your professional expertise so you get what you want and accelerate your career?

It’s entirely possible to learn to create a message that sticks in your stakeholder’s mind so they are compelled to take the action you require.

What will you learn?

In this presentation Michelle teaches the audience how to structure a compelling message and how to design a presentation in only 15 minutes so they don’t need notes. Delegates will also learn the tricks to ensure that they engage and captivate their audiences in the future, no matter the subject or audience types.

Style....

This is a fun presentation that will have your delegates laughing, learning and practicing - all at the same time. Attend this practical, high energy, interactive session and try some communication techniques that actually work.

Perfect for...

Anyone who has to present their ideas to incite change or action in your business. Perfect if you have to speak up in meetings, or represent your business at conferences, in sales meetings, tenders or pitches. This session is perfect for just after lunch when people might typically be too tired to learn.

Group size...

From 1 - 200 as long as your room is big enough! Just take a look at the excellent photos here!

Handouts

Here is an example of a delegate handout that I use to ensure your people stay engaged and take useful notes throughout.

Michelle is a true professional, easy to work with and brilliant at engaging the crowd. She is probably the only speaker we have had who has managed to get middle to high-level managers to sing and dance by the end of the hour! Lauren Thomson, AIM
How does Persuasive Presenting work?

Phase 1: Michelle delivers her keynote presentation called Persuasive Presenting.

Phase 2: Michelle offers delegates the opportunity to subscribe to her internationally distributed, free How to Present magazine to ensure they continue their learning in persuasion & communication.

Michelle will also be available to sign her best selling book called How to Present: the ultimate guide to presenting your ideas and influencing people using techniques that actually work. You can purchase this in advance as a conference gift or Michelle can offer them after she has completed her presentation.

Plus, Michelle posts a blog summarising her key points for all delegates to access and read through as a refresher on the valuable content covered.

What do Michelle’s clients say?

Michelle delivered her Persuasive Presenting presentation around Australia for the Institute of Chartered Accountants in 2013 and achieved an absolutely superb result. Michelle achieved the overall highest satisfaction rating for her delivery and content. Delegates consistently described her session as engaging, inspiring, informative, practical and refreshing. Most frequently they summed it up as EXCELLENT! Gill McEwen, National Manager, Chartered Accountants AUST/NZ

An excellent presentation that reflected the needs of our business, gave solutions to our needs and ensured that each participant felt safe to be open and honest. Michelle is honest, clear, concise, and created a safe environment to talk openly and take feedback. Julie Otter, Brand Manager, M.A.C Cosmetics

I was completely blown away! Having attended one of your sessions before, I didn’t want to miss out. I knew that I wouldn’t be disappointed, but I’ll never think of Farnham’s “You’re the Voice” in the same light. The energy of your performance was second to none. You held your nerve brilliantly and hammered home your point. It was simply stunning. Thank you for such a fun experience and providing once more a valuable insight into the intimidating world of presenting, speaking and influencing people. John Morison, CPH

Awesome! A perfectly tailored, industry specific keynote that completely exceeded my expectations. Michelle was high energy, audience-focused and my team thought she must have been an underwriter in her career. Dennis Woolett, State Risk Assessment Manager, Asteron
Michelle Bowden teaches her audience how to use the 3 x Ps of Persuasion in their every day life so they hear the word YES! more often.

The following 2-page article will help you to better understand what I mean by 'persuasion'.

How Persuasive Are You?

From the common task of resolving a misunderstanding with a colleague or customer, to more complex tasks like negotiating the terms of a deal, we all use a variety of communication strategies aimed at persuading people around us every day.

Maybe there is someone you would like to be more persuasive with (a boss, an interviewer, an employee, a parent, a teenager) or maybe you would like to be more generally persuasive in your life. When it comes to careers, we know for sure, from the wide variety of studies on influence in the workplace since the 1960s, that persuasion skills are integral to good leadership.

Regardless of whether you are the team member managing upwards, or the team leader managing your team, when you need to get people to do something for you it is preferable to rely on strong persuasion skills than on a misuse of your authority or personal power.

What descriptors come to mind when you hear the word 'persuade'; charm, tempt, entice, cajole, shape, force, negotiate, brainwash, manipulate, impress, incite, convince, lead, persuade, sell, woo, urge, inspire, sway, transform.

How many of these words do you see as positive or negative? They are all value-laden words that may affect your view of what is desirable persuasion and what is overstepping the line into the realm of unethical manipulating or misuse of power.

Have you ever wondered whether successful persuaders are born or made? Is there a proven formula for being persuasive that can be learnt? Should everybody therefore strive to persuade in the same way? Or, does everyone have a natural persuasive style? If so, can we change the way we communicate so that we become more persuasive?

Persuasion styles

Some people by virtue of their personality are naturally active influencers. They are driven to communicate, network, lobby, propose, canvas support, and 'play the politics' in the workplace in order to 'get their way' or have their ideas adopted. Others of us are not so naturally inclined and may feel that we are not the persuasive type.

Interestingly, the overt ‘push’ style of persuasion is not always the most effective. Often a more subtle ‘pull’ style works better.

In general, your degree of persuasion depends on your approach to communication and the way you interact with others.

And the good news is that anyone can modify or adapt the way they communicate so that they are more persuasive if they want to.
Becoming more persuasive

Persuasive skills can definitely be developed, regardless of your personality or style.

I recently worked with the CEO of the Australian arm of an international company who had been lobbying unsuccessfully for 3 years to close one of his branch offices to improve the financial performance of the company. After learning a number of new influencing skills relevant to board presenting, he received the board approval he needed on the spot.

I have also worked with many technology-focused clients pitching for multi-million dollar projects where those involved would certainly not describe themselves as ‘people people’. Yet once they learn the simple steps to persuasion they too win their bids.

How can you become more persuasive?

In order to improve your power to persuade you must appreciate that not everyone will be persuaded by the same things and in the same way as you. It is critical then, to learn ways of flexing or adapting your persuasion style to suit the needs and decision-making behaviour of your stakeholder. If you are serious about increasing your chances of hearing the word ‘yes’ then you must also seek to develop specific persuasion skills in your communication toolkit.

Persuasion tips

1. Build your credibility over time.
   
   Your personal credibility has a significant impact on your degree of persuasion. Your credibility is determined by things like your self confidence, your presence, your charisma, your experience, your work networks and your skill level. Solid credibility gives you a solid foundation on which to plan a persuasive communication strategy.

2. Be connected.
   
   Be clear in your mind about where there is the potential for a connection between you and the people you would like to persuade. In other words, why do others need what you have to offer or why should they change in the way you would like? What is the strategic value you have to offer? Apart from anything else, if you are really clear about this you will have more success in matching your persuasion style to the situation.

3. Build rapport.
   
   Zig Ziglar famously said: “They don’t care what you know until they know how much you care”. Work on your rapport-building skills because people won’t be persuaded unless they feel an affinity with you. Rapport is about, trust, a connection, a mutual understanding and a functional relationship in which both parties feel at ease. Rapport-building is a science and there is much to learn to create it authentically.

4. Be assertive.
   
   Effective persuasion requires a high degree of assertiveness. In the 21st century people are much less likely to allow people with authority to dictate. Yet an unassertive person will not be heard in our increasingly competitive world. Communicate your needs or position in a clear, direct and concise way whilst being sure to show respect for the position and feelings of others.

5. Develop persuasive language.
   
   Language is a powerful tool in your persuasion toolkit. Learn how to use language to increase your persuasiveness.

6. Use social Influence.
   
   Take time to learn and apply Cialdini’s six principles of social influence.

   1. Social Proof – we look to what others do to guide our behaviour.
   2. Reciprocity – we feel obligated to return favours performed for us.
   3. Commitment and Consistency – we want to act consistently with our commitments and values.
   4. Authority – we look to experts to show us the way.
   5. Scarcity – the less available the resource, the more we want it.
   6. Liking – the more we like people the more we want to say yes to them.

Persuasion techniques will help you ensure your message is heard and will increase the chance that you’ll hear the word ‘yes’ more often in your life.

How PERSUASIVE ARE YOU?

Michelle Bowden

Michelle Bowden is Australia’s expert on persuasive presenting in business and one of only 35 female Certified Speaking Professionals in Australia. This is the highest designation for speakers in the world. Michelle is the international, best-selling author of How to Present: the ultimate guide to presenting your ideas and influencing people using techniques that actually work (Wiley), and STOP! Your PowerPoint is Killing Me! To dramatically improve the way you communicate, present and persuade please visit: www.michellebowden.com.au
Additional Idea

You may like to gift a copy of my international, best selling book called: How to Present: the ultimate guide to presenting your ideas and influencing people using techniques that actually work (Wiley) to each of your delegates as a valuable conference gift.

More feedback from our clients....

Time and time again, Michelle Bowden never fails to deliver a first class session to our delegates! A sincere thank you Michelle, for being part of the Chartered Accountants Australia and New Zealand conference program in 2014. As always, it's a pleasure working with you. We put on over 50 Professional Development sessions across 5 conferences nationally and you were our top performing presenter for 2014. A brilliant and well deserved result! You produced a professionally delivered, engaging session with clear key messages and loads of energy and interaction. Our delegates loved it and it's no surprise that they want to see you again! Melissa Cheong, PD & Programs Specialist, Lifelong Learning, Chartered Accountants Australia and New Zealand

Thanks again for your fantastic presentation at our recent Senior Management Kick Off. Across the board, the feedback we received from our senior leaders on your presentation was excellent; you were able to mix humour with hard hitting facts to create a setting which educated, entertained and enlightened the audience. In the words of one of our senior managers "That was the best presentation I've seen in the last 10 years" – high praise indeed. Great work and many thanks. Russell Evans, CEO - Wolters Kluwer Asia Pacific

Fabulous! My team loved it... Dr. Leanne Wall, Medical Director, Schering-Plough

A high-energy, entertaining speaker, Michelle sold selling to the 'sellers' at her presentation to the Australasian Promotional Products Association (APPA). Marketing and creativity is the bread and butter of our business, but Michelle was able to teach us a thing or two about the gentle (and subtle) art of persuasion. Michelle's knowledge of promotional products demonstrated her impressive commitment to research. The result was a memorable presentation that had APPA members asking for more. Trish Hyde, CEO, APPA

Many thanks Michelle, for your excellent presentation at our Australian University Sport Conference. Following your session we were inundated with effusive feedback from our member delegates advising they not only enjoyed your session, they gained such a lot of valuable, exceptionally relevant information on how to Speak Up and Influence People. The real testimony to your wonderfully influential presentation was revealed in the presentations from member delegates that followed your session. With each successive presenter either using, or making reference to, many of the practical tips you had imparted. Glenys Woolcock, HR Manager, Aust. University Sport

2013-15 FEE SCHEDULE

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*Does not include travel or expenses. Your investment includes: - Writing of promotional copy, articles, blogs, tweets; subscription to the internationally distributed How to Present Magazine for all delegates; discounted price for my best selling book: How to Present (Wiley) and access to the Persuasion Relative Strengths Indicator (PRS) for all delegates.