

Get to the "Meet" of the Matter

Friday
April 17, 2009

Workshop Location

SBA Education and Training Center
Fourth & Battery Building
2401 Fourth Avenue, Suite 450
Seattle, WA 98121
[directions](#)

**Register Early...and
save \$10**

[Register online
www.seattlescore.org
go to Workshops and
click on WNET](#)

To Register

Call Sherry Mina at
206-553-7316
or e-mail: sherry.mina@sba.gov

\$25 Prepaid Registration
(by 2 pm, April 16)

\$35 at the door

\$20 Seattle Chamber Member

Agenda

7:30 am

Continental Breakfast and
Networking

8:00 am to 10:00 am

..Welcome
..1-breath introductions
..Training
..More Networking



Get to the "Meet" of the Matter: Making the Most of Networking Conversations

So how do **YOU** answer the question "What do you do?"

A concise and easy to understand elevator speech about who you are and what you do helps maximize your business network and build a foundation of valuable contacts.

Lorraine Howell, founder of Media Skills Training and a former television producer, walks you through her step-by-step process for crafting your own 30-second commercial. Her proven method eliminates verbal clutter, builds confidence, and keeps your networking conversations alive!

A well crafted "elevator speech" shares just enough information to:

- Start an engaging conversation
- Provide a clear, concise answer to "What do you do?"
- Tell someone about the value and benefits you bring to your customers

Jumpstart your morning – and your business – by joining us Friday, April 17th for a fun and engaging workshop to help you make a memorable first impression.

By the end of the session, you'll gain tools, tips and strategies to:

- Identify your target audience
- Develop key phrases that resonate with your audience
- Keep your "elevator speech" fresh and relevant

Register for the April 17th WNET to make sure you don't get lost in the crowd.



Lorraine Howell started Media Skills Training in 1998 after 12 years as a television news and talk show producer in the San Francisco Bay Area. She coaches top executives and professionals on how to be more effective when speaking to the media or making public presentations. Lorraine is a specialist in message development, presentation skills, media interview skills, and crisis communications.