



Wednesday, October 14th, 2009

8:30 – 9:00 am

(Registration, Networking & Continental Breakfast)

9:00 am – 12:00pm

(Workshop)

Center for Innovation and Entrepreneurship

107 Gilbreth Parkway, Suite 103

Mullica Hill, NJ 08062

Register to attend:

Sarah Piddington

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Secrets of Business Persuasion:

How to Conquer the High-Stakes Presentation

The ability to create and deliver a persuasive presentation is essential for any business leader. It's absolutely essential for entrepreneurs promoting innovative products and business models. This intensive workshop with a leading presentation expert Steve Bowman will give you tools to build a winning argument for any audience—customers, government, executives, financial people, and venture investors. You will learn the latest methods for using slides to support (not sink) your argument, and the secrets of a riveting face-to-face delivery. If you haven't presented before—or if you have and ***didn't*** get what you wanted—this workshop is for you.

Learn:

- How to tailor your pitch to any audience
- Formulas and methods to increase your persuasive power
- How to avoid the common traps of PowerPoint slides
- A fresh, highly visual method for supporting the argument with visuals
- How to keep the pitch short and compelling
- When, and when not, to use graphs and charts
- How to handle questions like a pro

Who should attend?

- Entrepreneurs, start-up companies
- Marketing specialists, sales executives
- Advisors to emerging growth companies



Steve Bowman, the "Pitch Doctor" and President of BizClarity, is a veteran teacher, writer, presentation coach, and leading expert in the art of the venture investment pitch. Steve holds a Harvard degree, taught business communications at Wharton, and has coached hundreds of companies to make persuasive presentations for profitable results. www.BizClarity.com