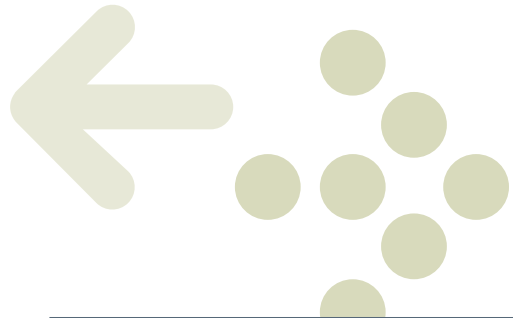




Southern California
Minority Business Development Council



**COMMUNICATION
SKILLS LIVE!**



HOW TO DELIVER AN EFFECTIVE COMPANY PITCH

An SCMBDC "Communication Skills Live!" Program

Thursday, January 26, 2012
Tuesday, February 14, 2012

Receive personal coaching from accomplished entrepreneur, award winning speech evaluator/member of Toastmasters International and professor from the University of Southern California. **CLICK HERE** for more information on the guest professor.

WHO SHOULD ATTEND

For competitive entrepreneurs who want to optimize quality presentation skills and fatten profit margins. Both seasoned speakers and novices are welcome to this unique learning experience.

8 SPOTS ONLY!

HOW THIS WORKS

- **Pre-Learning Lab:**
Prepare a 2-minute company cold call on respective product/service following pre-determined guidelines.
- **Day of Learning Lab:**
Participants are recorded while delivering a pitch. They receive direct constructive feedback from the professor.
- **Post-Learning Lab:**
Secure, private link of personal presentation & professor's critique for future self review.

FEATURE TOPICS

- Presenting dynamically without Visual Aids
- Effectively communicating strengths of product/service
- Engaging audiences with vocal variety/gestures
- Speaking with Purpose (to inform & persuade)

FURTHER DETAILS

- **Date/Time:** Thursday (1/26/12), Tuesday (2/14/12)
- **Location:** SCMBDC, Inc. Offices (Downtown LA)
- **Registration:** Contact Marlene Gomez: 213-689-6962 / mgomez@scmbdc.org
- **Cost:** Only \$35 / person