



National Investor
Relations Institute

NEW YORK CHAPTER
2007-2008

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380 Lexington Avenue, Suite 1700
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THE 2006-2007 PROFESSIONAL DEVELOPMENT
CAREER MANAGEMENT WORKSHOP SERIES

ENVISION! ENLIGHTEN! EMPOWER YOURSELF!

FREE WORKSHOP WEDNESDAY, November 28th, 2007

PERSUASIVE COMMUNICATORS:
How can IR professionals be succinct and memorable?

Pennsylvania Avenue to Wall Street
Lessons Learned from the Presidential Campaign Trail

A Special Interactive Session for Investor Relations Professionals

Ever wonder how some politicians win, especially at the presidential level? Is charisma really as mysterious as people think? Do business leaders need similar qualities to stand out from the pack? How can IR professionals demonstrate **interpersonal communication skills when delivering the company message?** Top consultant and political communications commentator and critic **Ruth Sherman** delivers a **dynamic and information-packed presentation** that will focus on the skills necessary to win over and persuade others and she'll use the candidates from the current and past campaigns as examples of what and what not to do.

Ruth believes that each and every contact we have with others is an opportunity to inspire, motivate, persuade and advance business and personal interests. She will share the **secrets of successful candidates*** and show you how your stakeholders can succeed using the same skills and techniques.

Ruth will provide evidence that charisma is not inborn, but learned and that anyone can obtain the skills necessary to build the personal appeal necessary to successfully pitch their business or idea and make memorable media appearances. This interactive program will focus on:

- ❖ Authenticity: what it is, why business leaders need it and how they can get it.
- ❖ Why the greatest visuals in the world can never substitute for a boring delivery
- ❖ Inspiring and engaging audiences—absolutely critical in a tough market
- ❖ Message strategy: It's not what you say – it's what audiences hear
- ❖ Why he—or she—who communicates best, wins!

At the end, if there's time, we'll vote based on candidates' communication skills and see who wins!

**Footage of candidates past and present will be included.*



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About the Speaker: An internationally recognized authority on strategic speech and interpersonal communication, Ruth Sherman, M.A. focuses on preparing business leaders, politicians and celebrities to leverage critical public communication opportunities including the writing and delivery of keynote speeches, webcasts, investor presentations, road shows, awards presentations, political campaigns and media contact. Her clients hail from the A-list of American business including General Electric, JP Morgan, Timex Group and Deloitte. Two of her clients have won Oscars, most recently in 2006.

As a speaker, Ruth is highly sought after and has addressed many associations including the Institute for Management Consultants (IMC), Network Services Company Annual Trade Show, Insurance Conference Planners Association (ICPA) and the National Speakers Association (NSA). She is regularly contacted by the press and has been featured in the New York Times, New York Post, Wall Street Journal, National Journal, Miami Herald, on ABC, MSNBC, CNBC, Fox, the BBC and NY 1 where she has been a recurring commentator on the communication skills of the participants on the reality TV show, The Apprentice, starring Donald Trump.

Ruth is an Expert Blogger for Fast Company Magazine's online portal, fastcompany.com and posts weekly on leadership communication. You can find her at <http://blog.fastcompany.com/experts/rsherman>.

Ruth's book, "*Get Them to See It Your Way, Right Away: How to Persuade Anyone of Anything*" (McGraw-Hill), has been designated a Best Business Book by the prestigious Library Journal.

Please come join us for a complimentary Professional Development workshop.

Two Ways to REGISTER NOW:

- (1) via email at sgori@mony.com and/or gorise@gmail.com
- (2) via telephone (212) 314-5839

Date: Wednesday, November 28, 2007

Registration: 5:30-6pm

Program: 6pm-8pm

Place: AXA Financial, Inc.

1290 Avenue of the Americas, 7th floor
cross streets: 51st St and 52nd St.

Light hors d'oeuvres and drinks will be served.