

Who Should Attend?

This workshop will benefit project managers, executive team members, superintendents, sales executives, account managers, and anyone responsible for making your company shine in front of owners and clients!

About the Facilitator:

Anthony Huey is a highly-rated international speaker, communications coach and consultant who offers session attendees pragmatic communications tools, tips and techniques they can use immediately.

His career includes tenures as a news reporter, magazine senior editor, crisis management specialist, media relations consultant and executive speech coach.

Anthony leads Reputation Management, LLC, one of the nation's leading communications training and crisis consulting companies. He has presented more than 2,700 paid keynote speeches, workshops and seminars on a number of timely communications topics that executives can incorporate into both their professional and personal lives.

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MCA of Western Washington
is proud to sponsor ongoing
educational programs and seminars
for the benefit of our members:

Project Manager Certification:

CMPM 1
CMPM 2
CMPM 3

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Intro to HVAC
HVAC Engineering
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The Last 10%

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Introduction to Hydronic Piping
Fierce Conversations
Business Writing
MCCM
Dominate Your Day with MS Outlook
Performing a Commercial Water Audit
...And many more!

For more information, please contact
Tamara Butler, Director of Education at
(206) 442-9029,
or via email at tbutler@mcaww.net

MCAWW Board of Education Mission:

Providing MCAWW Members innovative,
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Knowledge ~ Growth ~ Respect



Mechanical Contractors Association
WESTERN WASHINGTON

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Making Your Message Memorable

**Project Interview Skills:
Presentations and Effective Q&A**

Course #502-19

**Thursday, March 21, 2019
12:00 - 4:00 pm**

Sponsored by



Mechanical Contractors Association
WESTERN WASHINGTON

MAKING YOUR MESSAGE MEMORABLE

Description

Making Your Messages Memorable with Strategic Content and Dynamic Delivery

Two core elements to effective communication are increased retention of specific content by the audience, and dynamic delivery by the speaker.

Strategic Content

Studies consistently show that at the end of any presentation, meeting or conversation, a person in the audience will only retain about 20% of the presenter's content. Unfortunately, most business people just spew content haphazardly without considering this, and the audience ends up remembering the content that isn't strategically important to the speaker's desired outcome (i.e. winning the work).



Dynamic Delivery

Studies also consistently show that at any given time while an average speaker is talking, 50% of his or her audience is mentally "checked out" and engaged in a deep and personal thought. The speaker is in a constant battle for the audience's attention (and retention). The main problem is that most presenters are not remotely close to being average. They are flat, monotone, boring presenters who disengage from the audience, significantly increasing those not paying attention, while at the same time significantly decreasing the content that is being retained.



How You Will Benefit:

1. Learn how to put strategic thought into preparing and highlighting the 20% of the content you want your audience to remember.
2. Identify tips on how to more effectively use body language to read and engage the audience and discover how to remove your own unique barriers to dynamic audience engagement.
3. Learn advice on how to speak from PowerPoint... the correct way.
4. Discuss jaw-dropping techniques to reduce nervousness, as well as reduce "umms" and "ahhhs" and other distractions.
5. Review new and more effective ways to present as a team.
6. Break down ways to stay in control even when the questions get nasty and gain "think-time" and avoid the "deer in the headlights" look.
7. Discover four specific response techniques to address any question.
8. Gain proven techniques to leave a positive, memorable impression on an audience.

Date: Thursday, March 21, 2019

Time: 12:00 - 4:00 pm

Tuition: \$190

Location: MCAWW Training Center,
1100 Olive Way, Suite 1250, Seattle

Tuition includes class materials and lunch

Making Your Message Memorable

Course #502-19

REGISTRATION FORM

Name: _____

Firm: _____

Title: _____

Cell: _____

Email: _____

Years in Industry: _____

Dietary restrictions? _____

Supervisor: _____

Check here if you require special accommodations under the American with Disabilities Act.

Check here to **opt out** of the MCAWW E-newsletter, which allows you to stay current on all upcoming classes and events.

HOW TO REGISTER:

Email completed registration form to:

tbutler@mcawww.net

OR mail to:

MCA of Western Washington,
1100 Olive Way, Suite 1250,
Seattle, WA 98101

Your firm will be invoiced for payment.
Payment is not due until registration is confirmed.

Registration Deadline: Feb. 22, 2019

*Class limited to 20 participants
(number of attendees per firm may be limited)*

MCA of Western Washington occasionally videotapes, records or photographs events for the purpose of responsibly promoting the association and/or attendance at future events. By registering for this event you agree to allow us to use your name and likeness for such purposes.