



PikesPeakASTD.org

ASTD

Serving Training & Development Professionals in Southern Colorado

Pikes Peak Chapter
Upcoming Event



Day With A Master

The Power to Persuade – The Magic of Story

When:

Tuesday, October 9, 2012

9:00am –2:00pm

Optional Bonus Session:

2:30pm – 5:30pm*

Where:

Colorado Springs Marriott

5580 Tech Center Drive, 80919

Guest Speakers:

Doug Stevenson

Registration:

\$179 members

\$199 nonmembers

Visit www.PikesPeakASTD.org

to register

**additional cost*

When you make a presentation or deliver training, does your content stick? Do you engage attention in a way that influences behavior? Do you tell good stories?

Stories work like magic. They activate the imagination, engage attention and stimulate emotions. They frame a concept, teach a lesson or sell a product or service as no other medium of communication can. Just telling a story, however, is not enough. It must be the right story, with the right elements, told in a compelling fashion.

During this program participants will:

- Learn how to choose effective stories
- Learn how to craft a story that makes a point and flows to a powerful climax
- Improve their performance and presentation ability with acting skills
- Learn how to use a story for maximum impact and memorability
- Learn how to perform a conversation between two characters
- Learn how to easily and effectively portray a telephone conversation
- Learn how to use silence for maximum dramatic effect

Doug Stevenson is the creator of The Story Theater Method. This method is storytelling technology for anyone who desires to be a more powerful, charismatic and engaging leader, speaker, or trainer. Story Theater is a fusion of the practical and the theatrical. It enables anyone at any level of proficiency to tell a great story.

This interactive, skill-building workshop will show you how to become a more engaging and effective speaker and trainer through the use of strategic storytelling.

About the Speaker....



We are very excited to have Doug Stevenson as our Day with a Master speaker this year. Doug Stevenson is a master storyteller and storytelling in business expert. He is the creator of The Story Theater Method, and author of the book: *Doug Stevenson's Story Theater Method*, and *The How to Write and Deliver a Dynamite Speech System*.

His unique methodology combines storytelling structure, acting, comedy, message branding and advanced learning skills in an exciting and innovative training program. Doug conducts advanced train-the-trainer programs, workshops and retreats that teach trainers and leaders how to engage their audiences, customers, and employees and make their message stick. He works with executives, salespeople, entrepreneurs and organizations to inspire and produce results with customized stories, speeches and training.



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