

Ed Barks

Communicate for Success

Ed provides his audience with answers to the following puzzlers:

- How can I reduce my anxiety level when I speak in public?
- How do I avoid bombing in front of an important audience?
- Is it really possible to master the question and answer period?
- What steps can I take to improve my odds for success when dealing with reporters?
- What are some methods for developing sound bites that can lead to positive news clips?
- What media dos and don'ts should I know about?
- What advice can you offer for dealing with policymakers?

Ed's Programs:

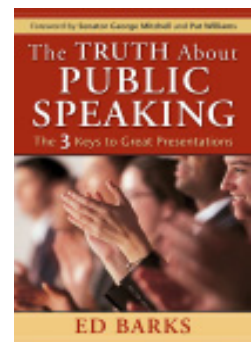
- √ *The Three Keys to Great Presentations™*
Ed's easy to grasp system puts you on the road to presentation success. Learn about the three crucial factors you absolutely need to heed.
- √ *Reporters Don't Hate You*
The media thrives on conflict, not a like or dislike for your endeavors. Ed shows you how to radiate a positive attitude toward the press and take advantage of media opportunities.
- √ *Speaking Nonverbally: How Important Are Nonverbal Signals?*
Make the most of your personal "body language" strengths, integrating how you look, how you sound, and what you say into a powerful package.
- √ *Climb Those Marble Stairs: The Secrets to Petitioning Your Government Officials*
Gain the insights and skills needed to forcefully advocate your position when appealing to public officials.

Ed Barks works with corporate and association executives who need a magnetic message and sharp communications skills, and with public affairs and public relations experts who counsel their bosses and clients.

He has shared his secrets for communications success with over 3000 business leaders, association executives, and other professionals.

Ed is the author of *The Truth About Public Speaking: The Three Keys to Great Presentations*, and has written numerous training guides, reports, white papers, and articles. In addition, he is the former "Speaking Sense" columnist for the *Washington Business Journal*.

Ed earned his communications expertise in the rough and tumble of Washington, D.C., spending more than 20 years as a PR insider in the nation's capital. He is also a former broadcaster and journalist, and currently serves as Chair of the National Press Club's Communications and Marketing Committee and Chair of the American Society of Association Executives' (ASAE) Content and Facilitation Action Team.



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What results can you expect when Ed speaks to your organization?

- Career advancement through better speaking
- Reduced anxiety when delivering presentations and media interviews
- Crisp, clear messages
- Heightened advocacy skills
- More effective preparation techniques
- Ability to handle "hot potatoes" from any audience - even reporters and public officials

Reserve Ed for:
Keynotes
Training Workshops
Breakout Sessions



Here are just some of the benefits others have received thanks to Ed:

"Ed was a keynote speaker at one of our monthly meetings. Members were impressed with his dynamism, his technical and professional knowledge, and his ability to aptly deal with rapid fire questions from our members. He practices what he preaches and delivers what he promises."

Donna Vincent Roa, Past President
International Association of Business Communicators (IABC)/Washington

"If you want to develop a strong message and learn how to communicate to your public, Ed gets rave reviews."

David J. Walsh
Executive Vice President/General Counsel
SBLI USA Mutual Life Insurance Company

"Ed Barks is a master at connecting with his audience. He makes it fun for them to learn. His unique talent allows him to custom-build a seminar that meets everyone's needs, even in a room full of people with diverse backgrounds and skill levels."

Iris Elfenbein, Ed.D.
Education and Training Consultant

"Accomplished speakers climb the corporate and association ladder, serve as leaders in their professional societies, earn bigger donations for their non-profit organizations, and win elections in the political arena."

— Ed Barks

"I am pleased to commend Ed Barks to any organization that understands the value of effective communication and wishes to learn more about the steps to improving communication within and outside of the organization."

William Shendow, Ph.D.
Former Executive Director
Marsh Institute for
Government and Public Policy