

Climb Those Marble Stairs: The Secrets to Petitioning Your Government Officials



Ed Barks
President
Barks Communications
www.barkscomm.com

Program goal: Gain the insights and skills needed to forcefully advocate your position when appealing to public officials.

Have you ever noticed how some organizations hold sway with lawmakers and regulators time after time? They succeed because they understand the rules of the road. They realize that they need more than the facts on their side when delivering a message to policymakers in **Congress, the state legislature, or federal or state regulators**. Washington, D.C. insider Ed Barks knows the ropes and provides you with these benefits:

- Deliver an action-oriented statement that leads to victory in the public policy arena
- Stop acting like a meek mouse when advocating before public officials
- Control the parry and thrust of Q&A
- Pinpoint the opinion leaders you need to persuade
- Minimize bullying by ego-driven office holders
- Extend the life of your testimony and make it resonate beyond the four walls of the hearing room

“Climb Those Marble Stairs” is a 30- to 60-minute keynote that can include interactive large and small group exercises and role plays. It can also be expanded to a half-day or full day seminar for more active learning.

Reserve Ed Barks to speak at your next meeting by contacting Ed directly at **(540) 955-0600** or **ebarks@barkscomm.com**.

Take advantage of your **group discount purchasing power** to combine Ed’s presentation with a copy of his **witness preparation guide**, *Winning at the Witness Table: 60 Tips to Terrific Testimony*, and his book, *The Truth About Public Speaking: The Three Keys to Great Presentations*, for each participant.