

# ACT LIKE YOU MEAN BUSINESS

*"Immediately riveting. I've been in PR for 26 years and this seminar is now at the top of my list of the most helpful and motivating."*

*– Andrea Schafer, PRSA Western District Conference*

## WHAT HOLLYWOOD CAN TEACH US ABOUT COMMUNICATION

In this engaging and informative presentation, you'll learn about the vital link between **show business** and **your business**, and how you can take advantage of the techniques actors use to make the most of every communication opportunity.

PR pros will come away with tactics you can put to work immediately to give better counsel to internal and external clients *and* improve your own communication in the workplace, the marketplace, and in your everyday life.

Lessons include:

- Jerry Brown, the angry CEO, and six important principles of acting that will **boost your power to persuade**.
- At the heart of every performance is a gripping **story** with a relatable **character**. You probably have great stories just waiting to be discovered and shared. Find them, shape them, tell them.
- Just as important as what goes *into* a great story is what you *leave out*. A lesson from *The Fugitive* to help you **focus your communication** and keep your audience from tuning you out.
- Like movies and TV, life is a visual medium. So **show, don't tell**. Five ways to move beyond words to elevate your communications.
- Do you work for a stiff? Lawyers got you down? Is stress killing your reputation? Here are some **career survival** tips to enhance your performance on the job.
- You'll never stand out if you're always trying to fit in. **Let go of the inhibitions and fears** that are the source of the tired, bland communications that pervade our industry.

Also: **do you like chocolate?** Because we'll be giving away prizes. **Chocolate** prizes! You'll have so much fun, you won't believe you're learning!

## A CHARISMATIC SPEAKER WHO DELIVERS

Rob Biesenbach is a corporate communications consultant, actor and author. He is a former VP at Ogilvy PR Worldwide and press secretary to the Ohio Attorney General, among other positions. He is also a Second City trained actor and improviser who has appeared in more than 150 stage and commercial productions in the past decade. His book, *Act Like You Mean Business: Essential Communication Lessons from Stage and Screen*, was called "required reading for every Fortune 500 CEO" by Tim Schellhardt, SVP, Edelman Public Relations and former Bureau Chief, Wall Street Journal.