

## Media Training - DATE: FRIDAY, JUNE 7 | TIME: 9AM - 4PM | COST: \$150 | SAVINGS OF 25%

The key to media training begins with an understanding that every encounter with a reporter is an opportunity to deliver your organizations messages through the reporter. Through extensive on-camera training, interactive exercises & coaching our attendees leave ready to take on the toughest interviewer.

## Crisis Communication - DATE: FRIDAY, JUNE 21 | TIME: 9AM - 4PM | COST: \$150 | SAVINGS OF 25%

Organizations with effective crisis programs understand that every crisis represents a clear and present danger to their reputation and/or financial well-being, but also an opportunity for the organization to demonstrate its mettle in the face of adversity. Empower your organization to navigate both everyday and challenging media interviews, and master effective communication during a crisis.

## Video Production 101 - DATE: FRIDAY, JULY 12 | TIME: 9AM - 12NOON | COST: \$79\*

Join Creative Directors for an interactive experience & learn how to create and deliver high impact, branded messages to audiences on every screen. Attendees will learn the insider secrets and the basic principles of video production from award-winning pros.

## YouTube 101 Lunch & Learn - DATE: FRIDAY, JULY 26 | TIME: 11AM - 1PM | COST: \$49\*

Where do you house your organizations branded messages, testimonials, product information and sales nuggets? Learn how to create a customized YouTube channel and deliver your messages your way! Our creative pros share special tips and tricks to make your organization shine like a superstar and increase SEO!

## Successful Presentation - DATE: FRIDAY, AUGUST 9 | TIME: 9AM - 4PM | COST: \$100 | SAVINGS OF 50%

Learn the skills necessary to give a presentation that will leave the customer asking where to sign up to get your product or service immediately. Participants learn, through discussion, videotaping and coaching sessions, how to deliver a message with enthusiasm and charisma that results in more wins and more dollars.

## PowerPoint / Keynote Presentation Skills - DATE: FRIDAY, AUGUST 23 | TIME: 9AM - 4PM | COST: \$75\*

Gone are the days of your black & white 3 point slides. Our professionals will teach you how to deliver a presentation that will create the impact you desire. Participants will learn best practices and receive personal coaching in how to successfully prepare, design and deliver a high-impact PowerPoint/Keynote presentation to any audience in any setting.

**\*BUDDY PASS ACCEPTED — WE INVITE ATTENDEES TO BRING A SECOND NON-PROFIT EMPLOYEE OR VOLUNTEER TO ATTEND AT NO ADDITIONAL CHARGE (FREE).**

**REGISTER TODAY!**

CALL (859) 653 2175 OR GO ONLINE TO  
[WWW.LIFSEYESMEDIA.COM](http://WWW.LIFSEYESMEDIA.COM)

