

TUESDAY ♦ 11:15am
SPECIAL DELIVERY

Telling the Story

An interactive audience-participation workshop on capturing your audience immediately



JERRY WEISSMAN

As the adage goes, there is no second chance to make a first impression. In every marketing or sales pitch, it is essential to capture the audience's attention in the first 90 seconds. This session explores the value of the "opening gambit" and introduces techniques to help anyone become a more compelling storyteller. The "90-Second Opening Gambit" has seven possible approaches:

- **Question:** A question directed at the members of the audience
- **Factoid:** A striking statistic or little-known fact
- **Retrospective/Prospective:** A look backward or forward
- **Anecdote:** A short human interest story
- **Quotation:** An endorsement about your business from a respected source
- **Aphorism:** A familiar saying
- **Analogy:** A comparison between two seemingly unrelated items.

This presentation is for speakers who want to be more captivating. It includes interactive audience participation and coaching.

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