



Get trained on: **COMMUNICATING** verbally
PRESENTING to the media
REACTING to crisis situations

“Attending CPR was one of the best career decisions that I have made. The workshop’s real-life examples and program-specific instruction have proven to be invaluable in my quest to be a better coach and leader. Consider this as an investment in your future.”

Bobby Collins, Head Men’s Basketball Coach
WINSTON-SALEM STATE UNIVERSITY

“As a college coach for over 25 years, I am always looking to improve my skills in all aspects of the game, both on and off the court. The CPR workshop provided me with new information and insight that will make our program stronger. Coaches at every level should make it a priority to attend.”

Debra Clark, Division I Head Coach
NORFOLK STATE UNIVERSITY

“The CPR experience was pivotal in my coaching success this year. The information equipped me to better manage crisis situations and the impact of social media on my players and my program as a whole. I am a better coach because of it.”

Alphonza Kee, 2013-14 CIAA Coach of the Year
FAYETTEVILLE STATE UNIVERSITY

**SOME NOTABLE LESSONS YOU WILL LEARN
IN THIS TWO-DAY WORKSHOP ARE:**

- Effective vs. Ineffective Spokespeople
- Nine Steps to Working a Crowd
- Media Do’s and Don’ts
- Seasoned Reporter Interview Techniques or Tactics
- Techniques to Avoid Misquotes
- Effective Presentation Preparation
- Eight Most Common Speech Slip-ups ... and much more!



Your instructor is esteemed communications professional **Donna Oldham**. Her biography can be found on the Triad Business Journal at: http://www.bizjournals.com/triad/potmsearch/detail/submission/299621/Donna_Oldham

TWO-DAY WORKSHOP

**June 6th (2pm-6pm) and
June 7th (9am-1pm)**

\$179 per person

Space is strictly limited to 15 participants,

SO SIGN UP TODAY!

Register online at: www.wssu.edu/cepay

Ramada Plaza Hotel
3050 University Parkway
Winston-Salem, NC 27105 – (336) 723-2911

*Mention “CPR for Coaches” to receive
a room rate of only \$68.99 plus tax!*



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