IMPROVING YOUR EXECUTIVE PRESENCE FOR EFFECTIVE LEADERSHIP

January 23, 2018
Orange County, CA
Focus on and practice your executive presence to present your ideas more effectively.

OVERVIEW

Learn how to better present yourself and your ideas to your peers and leadership. How you speak, your physical stance, eye contact, and more all impact the delivery of what you have to say. This training is an opportunity for you to practice your executive presence in a safe space and receive feedback for improvement. Throughout this training, actress and consultant Eda Roth will help you:

- Assert your personal values in your message
- Improve your physical and vocal presence
- Use physical behaviors to raise or lower your status

This training will culminate with a coaching session to work on strengthening your communication skills with our expert and a group of your peers. Due to the interactive nature of this training, participation is limited to the first 45 registrants.

GROUNDED IN PRACTICE, NOT THEORY

This program is an active learning experience. You will be participating in improvisational exercises, mock presentation scenarios, and using visualization to better pitch your message. If you find it challenging to convey your message in an engaging manner, our expert Eda Roth will help you deliver your presentation with confidence and charisma.

WHO SHOULD ATTEND

Mid- to upper-level higher ed leaders who wish to build upon their leadership skill set and create an action plan for leadership success will greatly benefit from the information shared at this conference. You will have the opportunity to learn from our expert faculty, as well as the shared experiences of your peers, who may also be aspiring to leadership.

www.academicimpressions.com/improving-your-executive-presence-effective-leadership/
LEARNING OUTCOME

After participating in this conference, you will have tools that you can use to improve your executive presence when presenting or working with others

CONTACT US FOR MORE INFORMATION

Contact Elizabeth Hubbell, Program Manager at elizabeth@academicimpressions.com or 720-988-1218 if you'd like additional information about the program.
AGENDA

8:00 - 8:30 a.m. 
Continental Breakfast (included in registration fee)

8:30 - 8:45 a.m. 
Welcome and Introductions

8:45 - 10:15 a.m. 
Values That Drive Communication
In this opening session, you will learn the importance of assessing your personal values in your message and how to create clear messages that are grounded in those values.

10:15 - 10:30 a.m. 
Break

10:30 - 11:45 a.m. 
Physical and Vocal Presence When Presenting
In this session, you will be actively involved in exercises that help you determine and control how people hear you and what they see as you deliver your message.

11:45 a.m. - 12:45 p.m. 
Lunch (included in registration fee)

12:45 - 2:00 p.m. 
The Subtleties of Status in Everyday Interactions
In this interactive session, you will learn how you can use your physical behaviors to raise or lower your status to effectively communicate in relationships.

2:00 - 2:15 p.m. 
Break

2:15 - 3:45 p.m. 
Coaching Pairs
In this final session, you will break into groups of two or three and—with coaching from the facilitator and your partners—work on strengthening your communications. This is a great opportunity for you to workshop an upcoming presentation.

3:45 - 4:00 p.m. 
Closing
INSTRUCTOR

Eda Roth, Consultant, Executive Presence, Leadership Development, & Communication Skills
Eda Roth is an actress and consultant who for over twenty years has been bringing theatre-based skills to executives in various industries. Through her highly creative work, tailored to the specific needs of each individual she coaches, she helps leaders become more effective in every area of their work. Eda helps clients break through inhibitions so that they become more expressive of who they really are, enabling them to communicate more meaningfully and with greater results in a variety of situations. The range of her expertise includes helping individuals develop better presentation skills, executive presence and one-on-one communication abilities - thereby strengthening their talents in engaging others and building supportive relationships.
### The Conference Experience

<table>
<thead>
<tr>
<th>Others</th>
<th>Academic Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typically large annual event</td>
<td>Intimate, workshop-style event with personalized attention</td>
</tr>
<tr>
<td>Many concurrent sessions; forcing choice</td>
<td>One focused learning track</td>
</tr>
<tr>
<td>Uneven sessions and less outcome-focused, driven by an open call for proposals</td>
<td>Needs-driven and meticulously planned with practical outcomes</td>
</tr>
<tr>
<td>Lecture-based</td>
<td>Learner-centric and designed for interaction and collaboration</td>
</tr>
<tr>
<td>Large networking events with vendors</td>
<td>Small-scale opportunity to truly connect with colleagues in the same position at other institutions</td>
</tr>
<tr>
<td>Some slide presentations posted online after the event</td>
<td>200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents</td>
</tr>
</tbody>
</table>

**96%** of past attendees would recommend an AI conference to a colleague

**250+** and growing of AI member institutions (AI Pro)

**15,000+** higher ed professionals served

---

**AI Conference Experiences**

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I’ve ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe
LOCATIONS

January 23, 2018 :: Orange County, CA

HOTEL:

Hyatt Regency Orange County
11999 Harbor, Blvd
Garden Grove, CA 92805

Room Rate: $169 for single or double occupancy+ tax.
Room Block Dates: January 22, 2018
Special rate available until January 2, 2018.

Please book early - rooms are limited and subject to availability.

Reserve your Room: Please call 714.750.1234 or visit [https://aws.passkey.com/event/49500509/owner/4882/home](https://aws.passkey.com/event/49500509/owner/4882/home). Please indicate that you are with the Academic Impressions group to receive the group rate.
CONFERENCE IMPROVING YOUR EXECUTIVE PRESENCE FOR EFFECTIVE LEADERSHIP
January 23, 2018 :: Orange County, CA

PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, breakfast, and lunch, as well as refreshments and snacks throughout the conference.

CONFFERENCE
Improving Your Executive Presence for Effective Leadership
$995

EARLY BIRD PRICING
Postmarked on or before January 5, 2018. For registrations postmarked after January 5, 2018, an additional $100 fee per registrant applies.

REGISTER ONLINE or on the next page.
**CONFERENCE REGISTRATION INFORMATION**

<table>
<thead>
<tr>
<th>Print Name</th>
<th>Job Title</th>
</tr>
</thead>
</table>

Institution/Organization

What name do you prefer on your name badge?

<table>
<thead>
<tr>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>State/Province</th>
<th>Zip/Postal Code</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Telephone

Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.)

**ADDITIONAL CONTACT INFORMATION**

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section.

<table>
<thead>
<tr>
<th>Additional Contact Name</th>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Contact Email</th>
<th>Additional Contact Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**EMERGENCY CONTACT INFORMATION**

<table>
<thead>
<tr>
<th>Emergency Contact Name</th>
<th>Emergency Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD
We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD

Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: ______________________

CHECK/INVOICE

☐ My check is included and covers ________ registration(s) Check # ____________________________

☐ Please invoice me, Purchase Order #__________________________ (PO # not required to receive invoice)

HIGHER ED IMPACT
Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution’s health and competitiveness. (Check the boxes for the editions you would like to sign up for)

☐ DAILY PULSE - Scan current events, timely research, and notable practices at other institutions.

☐ WEEKLY SCAN - Review the week’s most significant events and the most timely research in higher education, with key takeaways suggested by higher education’s leading experts.

☐ DIAGNOSTIC - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you’d like to sign up:

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.
CANCELLATION AND REFUND POLICIES

SATISFACTION PROMISE
We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES
For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a $100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE
You will receive a full refund (less a $75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a $75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED
All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS
All sales are final. No cancellations or refunds provided.