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# **REPUTATION MANAGEMENT ASSOCIATES**

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*GREAT COMMUNICATORS ARE MADE, NOT BORN*

# ***WORKBOOK***

## ***Making Your Message Memorable: Presentations***

### **Reputation Management Associates**

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**Anthony Huey**  
President

Anthony Huey is a highly-rated speaker who offers session attendees pragmatic communications tools, tips and techniques they can use immediately.

Anthony's 20-year career includes tenures as a news reporter, magazine senior editor, crisis management specialist, media relations consultant and executive speech coach.

He owns Reputation Management Associates, one of the nation's leading communications training and crisis consulting companies. Anthony has presented at more than 2,500 media, crisis and presentational skills training workshops, seminars and speeches in his career.

His past client work includes a wide variety of advertising, public relations and communications initiatives for hundreds of trade associations, municipalities and companies, including Nike, Victoria's Secret, Eli Lilly, Nationwide Insurance, The Kroger Company, and Procter & Gamble.

Anthony holds a Bachelor's degree in Journalism from The Ohio State University.

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**Connecting with  
Your Audience**

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**Creating Your  
Presentation**

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**Preparing to Deliver**

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**Using PowerPoint**

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**Body Language**

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**Delivering the Presentation**

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## Do You Mean What You Say?

To experience how inflection can alter the meaning of a word or phrase, read the following sentences out loud, putting emphasis on different words as you read.

**I didn't say you hurt my feelings.**

**(Someone else said it.)**

**I didn't say you hurt my feelings.**

**(Strong denial.)**

**I didn't say you hurt my feelings.**

**(I might have suspected it...)**

**I didn't say you hurt my feelings.**

**(Someone else hurt them.)**

**I didn't say you hurt my feelings.**

**(You just bruised them a bit...)**

**I didn't say you hurt my feelings.**

**(You hurt my ego, though.)**

# **Oral Interpretation**

## Vocal Emotions

- 1. It was a hot and sticky day not fit for a human.**
  - 2. The day was full of joy, clear and cool, and full of promise.**
- 
- 1. He was ugly, with warts and dirty hair, and an odor that would drive a train.**
  - 2. She was quite beautiful with long, flowing auburn hair and ruby red lips.**
- 
- 1. It is time to stand up for our rights. We must take back our government and make it work for the people.**
  - 2. I felt like Mother Teresa. I wanted to help and comfort my father in his time of need.**

# EVALUATION FORM

May we please use a quote from you about Anthony's presentation?

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## Contact Information

Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone # \_\_\_\_\_

Email address \_\_\_\_\_ Twitter: @ \_\_\_\_\_

How would you rate this presentation?    Average    Good    Excellent

## I would like information on hiring Anthony for:

TRAINING:    Presentation Skills    Advanced Selling Skills    Crisis Communications

Dealing with Difficult Conversations    News Interview Skills    Pitching the Media

Customer Service Skills    Non-Verbal Communications

CONSULTING:    Message ("Nugget") Development    Crisis App    Public Relations

Social Media    Executive Speech Coaching    Communications Audit

Check if you would like to receive the supplemental presentation packet:  

## Referral?

Do you know of any associations/organizations/people that would find Anthony's topics of high interest?

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Thank you for your business and taking the time to fill out this form.