



treeline
THE STORY OF YOUR LAND



EDUCATIONAL PROGRAMS

WordForumSM

COMMUNICATION WORKSHOPS CREATED SPECIFICALLY FOR DESIGN PROFESSIONALS

Wish you could describe your project in a few evocative sentences?
 Not quite sure how to organize that presentation to the planning commission,
 your client, or that community group?
 Stumped whether to use boards or PowerPoint...or both?
 Feel confident about your design, but not the words you use to describe it?
 Want to feel confident in front of audiences (and picturing them in their underwear
 just doesn't help)?

**WordForum is customized to help you – the design professional –
 write and present better.**

The series:

WordForum #1 FINDING AND EXPRESSING YOUR KEY MESSAGES

Learn how to identify and communicate the most important aspects of your project. Try your hand at sketching paragraphs. Capitalize on the “sound bytes” already hiding in your portfolio.

WordForum #2 ORGANIZING CLEAR AND COMPELLING PRESENTATIONS

Get comfortable in front of your audiences. Learn the basics of giving an engaging and memorable talk. Apply new principles to the presentations you already have in the works.

WordForum #3 USING VISUALS CLEANLY AND EFFECTIVELY

To PowerPoint or not to PowerPoint: that is a major question. Learn how to make that decision, and how to use any type of visual aid effectively. Get tips on clearly presenting numbers, plans, and text.

WordForum #4 MAKING LANGUAGE WORK FOR YOU

Discover how to speak and write with clarity, vividness, and precision. Learn how to translate design-speak into memorable conversation. Expand your design vocabulary.

All workshops are geared for groups of up to 20. Offer one as a brown-bag for your employees, or provide 1/2 day comprehensive training with the full set (at a discount). These courses may even help fulfill continuing education requirements. Check with your registration board.

Cost (inclusive of travel, equipment, prep time, handouts, etc.):

Within the Twin Cities Metro Area:	\$500 / 1 seminar	\$1600 for all 4
Within 300 miles of Twin Cities:	\$600 / 1 seminar	\$2000 for all 4
Beyond 300 miles:	\$800 / 1 seminar	\$2500 for all 4

Other services:

Presentation Skills Training and Coaching: one-on-one or in a small group
TextCharette: put a professional design writer in your office for a day

FOR MORE INFORMATION
 OR TO SCHEDULE,
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