

# Presenting with Confidence: Develop and Deliver Engaging Presentations in 5 Steps

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There will be a meeting of entrepreneurs who want to learn the art of making great presentations. Mr. Ira Koretsky will lead this event. He has travelled the world training people and consulting to organizations on the art and science of great communications.

Join us for a fun, engaging and insightful event. Ira will introduce us to his five-step approach. He will ask you to draft your pitch (any type of pitch). And he will ask for volunteers to deliver what you have done during the workshop.

Ira makes your communications unforgettable. He helps you develop compelling messages to your target audiences. With better spoken, written, and online communications, you will expand brand awareness, improve business outcomes, and strengthen financial results.

#### About Our Speaker:

- Ira Koretsky founded The Chief Storyteller® in 2002. Based on more than 26 years of experience, research, and refinement, he has developed a process shared internationally to over 25,600 people. This flexible process helps you develop and deliver highly targeted messages to your audiences.
- Ira looks at the world of communications and messaging differently than most. He looks at the world through the lens of storytelling, with a twist (come see the “twist” at this event).

#### Meeting objectives:

- Identify the best messages and words interesting to your listeners.
- Focus your content on answering the questions of your audience.
- Learn a new way of communicating and building relationships.
- Harness the power of storytelling to meet your objectives more effectively and more quickly. Facts can only prove, stories build value!

#### Participants:

- Everybody, including entrepreneurs, need to pitch their stories to customers, investors, partners, and employees. Usually different pitches to different people.

#### Workshop Description:

- Great presenters transform ideas into action. They put their messages, supporting points, facts, and personal stories into a meaningful context for their audiences. Great presenters do not just tell us what we should know, they tell us what we should do, and why we should do it.
- Learn the techniques of great presenters. Learn to develop engaging presentations of any type for any audience (e.g., investor, prospecting, partner, executive team, and board updates). Join us as we share the five key steps to becoming a more confident and persuasive presenter. Learn more: [www.TheChiefStoryteller.com](http://www.TheChiefStoryteller.com)

#### Time and place:

- November 14, 2012 from 12:30 to 3:30 pm
- Large seminar room at UMBC’s energy incubator (CETI).

#### Agenda:

- 12:30 pm Doors open & networking.
- 1:00 pm Workshop conducted by Ira Koretsky.
- 3:00 pm More networking (Ira will leave for another commitment).

#### Hosts:

- Maryland Clean Energy Technology Incubator (CETI) @ bwtech @ UMBC.
- Maryland Clean Energy Center (MCEC).

#### Sponsors:

- Maryland Department of Business & Economic Development (DBED).
- Whiteford Taylor Preston (WTP).
- SB & Company.

#### RSVP:

- Please RSVP to [bjorn.frogner@umbc.edu](mailto:bjorn.frogner@umbc.edu)
- We will limit the number of RSVPs to 60. This is likely to become a sold-out event.
- **This meeting is free and open to all.**

#### Contact:

Bjorn Frogner, PhD  
Entrepreneur in Residence  
Maryland Clean Energy Technology Incubator  
(CETI) at bwtech@UMBC  
1450 South Rolling Road  
Halethorpe, MD 21227  
Tel: 443-534-7671