



**CHANGE**



## Custom Designed Programs

Hiring Chris Clarke-Epstein, CSP always ensures that your program will be tailored to meet the needs of your group. She will use examples that relate to the world your participants live and work in.

But there are times when you need something more—a speech that will build excitement around your conference theme or a workshop that will allow opportunities to practice specific communication and business skills.

Working with you, Chris will develop a program especially designed to meet your needs. A series of phone interviews with your key people, an on-site visit if possible, and/or a written survey are some of the pre-session activities that she uses to discover your objectives and organizational history. Based on this information, sound learning theory, real-world work experience and over 25 years of training and speaking experience, Chris will prepare your session from handouts to audio-visuials. All this attention to detail guarantees that when your program is over and participants return to work, the ideas, learning and excitement will go with them.

You may consider a **Custom Designed Program** when you need:

- an opening to set the tone for your conference
- a closing to propel participants to action
- a workshop to emphasize and practice a critical skill set
- a session to introduce a new business concept
- a speech to reinforce your conference theme
- a presenter to help develop individual action plans to turn your conference's ah-ha moments into practical action