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I run 2 seminar based companies: one in the Internet Marketing training space, and one in the self-development market. I've also become a professional speaker myself, and have been invited to speak at some of the biggest business events in the world, including The Business Show and The Entrepreneurs Boot Camp at the O2 Arena, as well as at educational establishments including Oxford University.

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all they need to know about their chosen subject. Unfortunately, few of them actually know how to present what they know. For more than a decade, Robert Jolles's *How to Run Seminars and Workshops* has taught tens of thousands of people how to sell, teach, stand up, and deliver an effective training session on almost any subject in almost any setting. This new Third Edition updates this classic guide for anyone who has to get up and move an audience. Just as he did in the book's previous editions, Jolles—former head of Xerox's world-renowned "train the trainer" program—shares proven, effective techniques for winning over an audience, holding their interest, conveying important information, and moving that audience to take action! For seasoned pros, this is an invaluable tool for becoming a world-class seminar and workshop leader. For novices, it's a step-by-step self-teaching guide that provides the confidence and the techniques speakers need to survive and thrive in front of an audience. Packed with straightforward, trustworthy advice, this reliable resource covers all the bases for today's professional trainers and speakers, including research and preparation, questioning techniques, pacing, visual aids, evaluation and support, feedback, and more: Creating your own seminar business Recognizing different personalities and types of behavior Training groups with diverse needs On-site preparations Maintaining the audience's interest The latest technology and visual aids Giving

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who makes a living sharing what they know with others.

Make your message stick with expert help from this classic trainer's  
resource How to Run Seminars and Workshops is the classic guide for  
trainers and presenters in any industry. Packed with clear advice and  
real-world practicality, this book covers all aspects including  
planning, setup, delivery, coaching, and more—including valuable  
guidance on selling your services. This new Fourth Edition has been  
updated and expanded, with new information on training simulations,  
self-marketing, and online delivery. New templates and worksheets help  
you sell your presentation more effectively, and insider tips leave  
you equipped to handle any situation that might arise. Novice  
presenters will find extensive guidance for every phase of the  
process, and even veteran presenters will learn how to fine-tune and  
adjust their methods to suit their audience and mode of delivery. Most  
trainers and presenters know all they need to know about their chosen  
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**Sabapathi** a decade, this book has been training the trainers—from behind-the-scenes preparations to "in the pit" performance and working with trainees hands-on, straightforward guidance shows you how to: Capture and hold the audience's interest with expert pacing and visual aids Take advantage of new technologies that make training more accessible Prepare each session thoroughly to avoid mistakes, malfunctions, and delays Offer effective feedback, fine-tune delivery, market your services, and more As training departments shrink—many disappearing entirely—more and more companies are turning to keynote and workshop delivery as a way of reaching key clients. Podcasts are replacing live training, and new technology is continually changing the way presentations are made. Professional trainers and speakers must understand the nuances of any audience/delivery permutation, and tailor their methods to match. How to Run Seminars and Workshops is a trusted resource for presenters seeking to boost their effectiveness at any level, in any industry.

Responsible for training all corporate trainers at Xerox Corporation, Jolles offers a down-to-earth, instructive look at teaching and training techniques which can be used in any professional, business or corporate seminar, workshop or training program. Covers a wide range of topics including course preparation, questioning methods, pacing

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**Salespeople** for dynamic presentation, using visual aids, maintaining interest, giving feedback, evaluation and support. Features numerous anecdotes and tricks of the trade.

Make your message stick with expert help from this classic trainer's resource How to Run Seminars and Workshops is the classic guide for trainers and presenters in any industry. Packed with clear advice and real-world practicality, this book covers all aspects including planning, setup, delivery, coaching, and more—including valuable guidance on selling your services. This new Fourth Edition has been updated and expanded, with new information on training simulations, self-marketing, and online delivery. New templates and worksheets help you sell your presentation more effectively, and insider tips leave you equipped to handle any situation that might arise. Novice presenters will find extensive guidance for every phase of the process, and even veteran presenters will learn how to fine-tune and adjust their methods to suit their audience and mode of delivery. Most trainers and presenters know all they need to know about their chosen topic, but very few know how to present it effectively. For more than a decade, this book has been training the trainers—from behind-the-scenes preparations to "in the pit" performance and working with trainees hands-on, straightforward guidance shows you how to: Capture

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and hold the audience's interest with expert pacing and visual aids  
Take advantage of new technologies that make training more accessible  
Prepare each session thoroughly to avoid mistakes, malfunctions, and  
delays Offer effective feedback, fine-tune delivery, market your  
services, and more As training departments shrink—many disappearing  
entirely—more and more companies are turning to keynote and workshop  
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The Trainer's Guide to Training Most new trainers and presenters know  
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Setting. This new Third Edition updates this classic guide for anyone who has to get up and move an audience. Just as he did in the book's previous editions, Jolles-former head of Xerox's world-renowned "train the trainer" program-shares proven, effective techniques for winning over an audience, holding their interest, conveying important information, and moving that audience to take action! For seasoned pros, this is an invaluable tool for becoming a world-class seminar and workshop leader. For novices, it's a step-by-step self-teaching guide that provides the confidence and the techniques speakers need to survive and thrive in front of an audience. Packed with straightforward, trustworthy advice, this reliable resource covers all the bases for today's professional trainers and speakers, including research and preparation, questioning techniques, pacing, visual aids, evaluation and support, feedback, and more: Creating your own seminar business Recognizing different personalities and types of behavior Training groups with diverse needs On-site preparations Maintaining the audience's interest The latest technology and visual aids Giving feedback and coaching Presenting your best self to the audience Developing a training staff And, most important, how to sell your message Trusted by thousands of professional trainers for the latest tactics and practices in seminar and workshop leadership, How to Run Seminars and Workshops, Third Edition is the ultimate guide for anyone

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who makes a living sharing what they know with others.

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