

**HURRY!**

Only 24 Seats  
Per Class!  
Closing Date:  
30 June 2003

# Think on Your Feet®

*Techniques to Present Ideas with  
Clarity, Brevity and Impact™*

21 - 22 July 2003  
Shangri-La Hotel  
Kuala Lumpur, Malaysia

"McLuhan is the brand name in communication skills training. It has deserved reputation in designing and delivering communications workshops better than anyone else and its program of continuous improvements is better than any training company that I know." -  
Mr Dave McCuaig, Director, Recruitment and Development, Lifestyle Furnishings International

# Writing Dynamics™

*The system for writing  
Clearly, Concisely, Persuasively - and FAST*

23 - 24 July 2003  
Shangri-La Hotel  
Kuala Lumpur, Malaysia

Think On Your Feet® and Writing Dynamics™ are registered trademarks of  
McLuhan and Davies Inc. Toronto Canada.

Organised by **PARTNERS**



# Think on Your Feet®

## *Techniques to Present Ideas with Clarity, Brevity and Impact™*

11 - 12 March 2003, Shangri-La Hotel, Kuala Lumpur, Malaysia

### **COURSE OBJECTIVES**

Think On Your Feet® introduces the "capsules-of-persuasion" concept ...

Clarity | Brevity | Impact™

#### **Clarity Means Being Understood**

While 100000000 is 'unclear', 100,000,000 isn't. Structure makes the difference. Learning how to structure ideas, using both left- and right-brain logic, makes even technically complex topics accessible to listeners.

#### **Brevity Means Getting to the Point**

'Getting to the point' requires focus. Structure forces focus. In an era of information overload, brevity is valued. Less is more.

#### **Impact Means Being Persuasive**

Persuasion stems from relevance; anticipating listener interests is the secret of relevance. Add memorable structure and you produce lasting impact.

Think On Your Feet® is a practical, intensive workshop on speaking and presenting your ideas spontaneously, with clarity and impact. It teaches structure - logical, simple plans that format ideas in memorable ways.

As a productivity tool, Think On Your Feet® saves you time. As a communication tool, it improves your ability to handle questions, contribute to meetings and prepare talks and presentations tailored to your listeners. It provides the techniques to speak spontaneously with clarity and impact, in a wide range of demanding situations.

### **PROGRAM OUTLINE / TOPICS**

- Think and Speak Clearly
- Use Six Basic Logical Plans to Focus Communication
- Flesh Out Ideas
- Answer Questions Quickly and Coherently
- Target Messages to Listeners' Core Concerns
- Use Both Sides of your Brain for Controlled Yet Innovative Communication
- Outline Longer Presentations in Half the Time
- Demystify Complex Topics
- Use 'Bridging' Techniques to Clarify Questions and Cope with Hostile Situations
- Use Structure to Reduce 'Stage Fright'
- Get to the Point and be Remembered

### **FORMAT**

The core program is a two-day workshop, revolving around practice, coaching, and feedback. There will be role-plays, group exercises and discussions to maximise your learning at the workshop.

### **WHO SHOULD ATTEND**

Think On Your Feet® is designed for anyone concerned about communications. It is particularly useful and relevant for senior executives, managers, sales and marketing professionals, technical specialists, financial analysts, public affairs officers, human resource and training professionals.

Anyone whose effectiveness depends on reaching others through the spoken word.

Anyone who needs to demonstrate good leadership qualities, to convince and persuade others, to be seen and acknowledged as a leader.

### **THE WORD IS OUT!**

"Think on Your Feet® develops you to become a great communicator by helping you to convey your ideas persuasively, clearly and to the point. This is an EXCELLENT program well worth attending for any ambitious executive."

– Mr Robin Wong, Centre Director, The Management Development Centre of Hong Kong

"Think on Your Feet® dramatically improves your ability to quickly organise your thoughts before responding to questions. A great workshop for anybody who has to deliver information to clients, at meetings or in presentations."

– Mr Barb Baker, Director of In-Flight Training and Development, Northwest Airlines, St. Paul, USA

"The program's distinctive competence is built around 3 equally important facets – structure, simplicity and creativity."

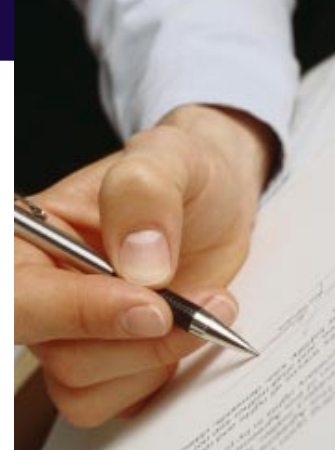
– Mr Robert H Dean, Director – LEAP Learning Innovation, Ernst and Young LLP, Ohio, USA

# Writing Dynamics™

*The system for writing*

*Clearly, Concisely, Persuasively -and FAST*

13 - 14 March 2003, Shangri-La Hotel, Kuala Lumpur, Malaysia



## COURSE OBJECTIVES

Good writers and editors follow a system. Award-winners have the best systems. Writing Dynamics™ is based on the successful system of Roger Davies, a three-time winner of the American Business Press Editorial Achievement Award, the Pulitzer of the business press.

Most people are concerned with the quality of their writing. A bigger concern is the time taken to achieve that quality. Writing Dynamics' shows you how to improve quality and productivity by following a special system developed by our team of award-winning professional writers.

Writing Dynamics' also addresses a comment we hear a lot from our clients: "No matter how strong our expertise, credibility suffers when we cannot write clearly and persuasively."

Writing Dynamics' shows you how to increase the impact of your writing: by selecting an appropriate writing strategy, managing the reader's attention, and using techniques to highlight the benefits for the reader.

This intense skill development workshop saves you time in thinking, writing and editing. It is filled with skill-building exercises, consultation and feedback.

## PROGRAM OUTLINE /TOPICS

- Meet the Writing Challenge
- Think Creatively and Logically
- Manage Writing Time
- Draft Painlessly
- Persuade the Reader
- Manage the Reader's Attention
- Choose the Best Words
- Use Point-form Techniques
- Create Energy in your Writing
- Edit for Sharper Focus
- Achieve Visual Impact

## FORMAT

We ask participants to bring samples of their writing to the workshop. We use these samples in small-group exercises to assess individual styles, to offer suggestions, and to fine-tune the workshop content.

PLUS, we provide participants with an assessment tool for calculating the clarity of their own writing.

## WHO SHOULD ATTEND

Professionals from consulting, marketing, sales, PR, accounting, IT, advertising, the public sector and many other fields have attended. The workshop is designed to help anyone for whom writing is an important part of his / her daily routine and those who write a wide variety of documents, such as:

- Memos • E-mails • Proposals • Business Plans • Letters • References • Reports • Manuals • Marketing Materials • Newsletters

## THE WORD IS OUT!

"As the manager of a department where written communication skill is vital, this course becomes mandatory for all professional staff."

– Mr Roger Mailhot, Vice-President, Regulatory Affairs, Draxics Health Inc., USA

"Proper communication is more important than ever in this increasingly wired world. Writing Dynamics™ has been extremely beneficial – my only regret is I did not take it earlier."

– Mr Marc Dagys, Senior Director, APG Solutions & Technologies Inc, USA

I can personally recommend Writing Dynamics™: the quality of the course, the instructors, the participant materials – All are FIRST RATE!"

– Mr Dave McCuaig, Director, Recruitment and Development, Lifestyle Furnishings International

## CERTIFICATE OF PARTICIPATION

All participants will receive a Certificate of Participation upon successful completion of training.

## PROGRAM SCHEDULE

Registration: 08:15 – 09:00 hours  
Workshop: 09:00 – 17:00 hours

Luncheon, morning and afternoon tea-breaks will be provided for during the workshops.

## PLEASE NOTE:

To maximise your learning and participation, the workshops are strictly limited to only 24 attendees per class. Registration is on a first-come-first-serve basis. Please book early to avoid disappointment.

Closing Date of Registration: 30 June 2003

## ABOUT OUR COURSE LEADER - PETER FITZMAURICE

Peter is a "facilitator's facilitator". His creative and empathic style delights groups all around the Asia/Pacific. Around the Asia/Pacific, Peter works with senior executives from a broad range of industry sectors as a consultant, coach and facilitator. He has been an accredited Think on Your Feet® and Writing Dynamics' trainer for ten years and is one of the elite, few Master Trainers for these workshops in the Asia/Pacific.

The designation of "facilitators' facilitator" came from one of his peers after Peter was called upon to run a meeting for fellow professionals. This is the highest commendation. His particular ability is to help others accomplish their own learning. His motivating value is "mutual benefit".

Clients include Tenaga Nasional Berhad, MAMPU, Fumakilla Malaysia, Caterpillar, Johnson & Johnson, ASIC, Australian Newsprint Mills, Telstra, Australia Post, Sheraton Hotels, Fujitsu and JP Morgan.

## REGISTRATION FORM Closing Date of Registration – 30 June 2003

**Workshop A:** Think on Your Feet®, 21 & 22 July 2003, Shangri-La Hotel Kuala Lumpur, Malaysia

**Workshop B:** Writing Dynamics™, 23 & 24 July 2003, Shangri-La Hotel Kuala Lumpur, Malaysia

Registration fees per workshop **RM 2,500 Nett**

### To register:

Contact Partners Conferences Sdn Bhd  
Tel: 603-2169 6296  
Fax: 603-2169 6168  
Email: enquiries@partners-conference.com

(Team discount is available for a team of 3 or more delegates per workshop)

Name of Delegates	Designation	Workshop (Please tick)
1. _____	_____	<input type="checkbox"/> A or <input type="checkbox"/> B
2. _____	_____	<input type="checkbox"/> A or <input type="checkbox"/> B
3. _____	_____	<input type="checkbox"/> A or <input type="checkbox"/> B

### Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Organisation: \_\_\_\_\_ Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

### Methods of Payment

Bank transfer should be made to

Account Name : Partners Conferences Sdn Bhd  
Account No. : 214-231-000-11-851  
Pay to : RHB Bank Berhad  
Address : Plaza OSK, Jalan Ampang 50450, Kuala Lumpur, Malaysia

Cheque

Please make your crossed cheque payable to  
**Partners Conferences Sdn Bhd** and mail to:  
Partners Conferences Sdn Bhd (549988-H)  
Level 36, Menara Citibank, 165 Jalan Ampang,  
50450 Kuala Lumpur, Malaysia