



About Scott Friedman

Scott Friedman is a speaker with a sense of humour. Currently, the President of the National Speakers' Association of the United States, Scott has been a two-time Past-President of The Colorado Speakers' Association, has been awarded the Certified Speaking Professional, the highest earned designation given by the National Speakers' Association. He is also on the national board of directors for Camp To Belong, a non-profit organisation dedicated to reuniting siblings in foster care.

After graduating from Southern Methodist University, in Dallas, Texas in 1982 with a degree in Marketing and a minor in Psychology, Scott worked as Marketing Director for Duff's Smorgasbord, a national food chain. After developing many successful promotional programmes to increase sales he moved onto other sales and marketing opportunities. For the next two-and-half years, Scott became one of the top salespeople for AB Hirschfeld Press, the largest printing company west of the Mississippi. He then entered public speaking as Marketing Director of SpeechMasters, a company that trains lawyers, public speakers and executives in effective presentation skills. Scott doubled their business by carving out new market niches while, at the same time, receiving acclaimed speech training. Scott became a full-time professional speaker in 1986, and has been sharing practical ideas and 'how to' techniques on sales motivation, humour, and presentation skills.

Scott has discovered a way to instantly connect with almost any audience, regardless of age, creed, or gender. "Humour creates an immediate bond," says Scott. With the precision of a surgeon, Scott uses humour to remove negative, non-productive feelings and install a positive, fresh approach towards work, relationships, and life! Scott was a successful Wendy's Franchisee and currently owns a restaurant in Phoenix, AZ where he gets a chance to put these principles into use.

A internationally recognised professional, Scott speaks over 100 times each year to companies, associations, and youth. His book, "Using Humour for a Change" is chock-full of great ideas to lighten-up the workload. His improvisational comedy training, quick wit, and thought-provoking material make Scott a master at holding the attention of his audience.

Programme Schedule for All Seminars

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

Lunch break, morning and afternoon tea-breaks will be provided for at the seminar.

REGISTRATION FORM

Registration Fee

Seminar A: Connecting with Customers through Humour

S\$495 nett

10 August 2005

Seminar B: How Leaders / Managers can Engage their Staff through Humour? S\$495 nett

11 August 2005

To register, please contact **Partners Conference & Event Management Pte Ltd** (Reg. No. 200210370R) at:
Tel: 65-6786 7363 Fax: 65-6786 3282 Email: enquiries@partners-conference.com
(All prices quoted are nett. Enjoy team discounts when you book 5 sessions and above.
For more than 20 sessions booked, you will receive special corporate rates, please call us for more details.)

YES! Please register me / us:

Name of Delegates	Designation	Email	Seminar (Please tick)
1. _____	_____	_____	<input type="checkbox"/> A <input type="checkbox"/> B
2. _____	_____	_____	<input type="checkbox"/> A <input type="checkbox"/> B
3. _____	_____	_____	<input type="checkbox"/> A <input type="checkbox"/> B
4. _____	_____	_____	<input type="checkbox"/> A <input type="checkbox"/> B
5. _____	_____	_____	<input type="checkbox"/> A <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 Conference & Event Management Pte Ltd**

Account Number : 501-584692-001 (Bank Code: 7339)

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In-House Training

Our group of dynamic speakers is also available for customised in-house training on these topics and more. For more details, please contact us directly.

2 LIVELY, ENGAGING AND ENTERTAINING SEMINARS

with
Scott Friedman

Motivational Humorist
Author of
"Using Humour for A Change"
and "Punchlines, Pitfalls and Powerful Programmes"



Venue:
Grand
Cophorne
Waterfront,
Singapore

Seminar A:

Connecting with Customers through Humour

10 August 2005



Seminar B:

How Leaders/Managers can Engage their Staff through Humour?

11 August 2005



Seminar A: Connecting with Customers through Humour

10 August 2005

Customer expectations have dramatically changed over the years. Today, satisfying the needs of your customers by providing fast, efficient service is no longer enough. You must move beyond customer satisfaction and create customer success. This entertaining, insightful, and participatory programme is full of tools and techniques aimed at creating a positive and engaging experience for your customers.

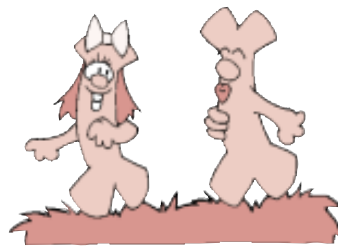
Attend this seminar and take away concrete, practical and effective tips on how to bond with your prospects, clients and build lasting relationships in business.

Workshop Objectives

- Develop your own unique sense of humour
- Discover 8 ways to building perceived value in the minds of your customers
- Create happy employees which is key to creating happy customers
- Build an environment of fun and fulfilment for employees
- Use humour to demonstrate service excellence
- Define the "Price vs. Value" relationship
- Establish rapport immediately
- Service recovery – Sure-fire ways to turn the "Agitated" into "Allies"
- Create the customers' perfect world
- Develop a competitive advantage through differentiation
- Move from customer satisfaction to customer retention

Who Should Attend

This is one of Scott's most popular and best-rated programmes. It is perfectly suited for anyone who wants to win clients and customers and establish successful relationships in business. If you would like to see how you could use humour for a change and "connect" better with your customers, you wouldn't want to miss this spectacular and entertaining seminar with Scott.



Methodology

A series of lectures, group discussions and exercises will be used during the programme. The session will be highly facilitative with role-plays and group activities.

Testimonial

"Practical for a short seminar. Effective speaker."
- *Melvin Kwan, Marketing Executive,
Phillip Securities Pte Ltd*

"Thanks, Scott. I've enjoyed the session tremendously!"
*Ang Joo Kin, Assistant Manager,
National Library Board*

"Excellent speaker, practical tips."
- *Lim Cheng Yong, Professional Development Officer,
Ministry of Education*

"It was GREAT! My colleagues would all benefit!"
- *Claudia Klaver, General Manager,
TransWorld Consultant Pte Ltd*



Seminar B: How Leaders/Managers can Engage their Staff through Humour?

11 August 2005

Responsiveness is more than just responding to the needs and expectations of our external customers. It also involves responding to the needs of our internal staff that provide the support in our value chain. A happy and engaged workforce contributes to a more responsive organisation. One of the most effective tools in engaging our staff is through the use of humour. By using humour, professionals not only become more productive on the job, they enjoy their work more. A sense of humour translates into less burnout, improved communication, enhanced problem-solving skills and better employee relationships. Humour leads to a more open and responsive workplace where staff is highly motivated and involved at work. In a humorous, yet educational fashion, we will explore ways to engage and connect with staff through humour.

Workshop Objectives

By the end of the programme, participants should be able to:

- Understand the value and benefits of using humour to open up, reach out and engage staff for a more responsive workforce
- Learn techniques to create an open and engaging culture/environment at the workplace
- Improve ability to apply appropriate humour to relate to staff, build deeper connections with them and win their trust at work
- Gain insights of putting in place creative motivations for staff to be more responsive and involved in contributing to the organisation

Programme Agenda

Using Humour to Open up and Get Staff Involved during Meetings

- Starting meetings off in a positive frame of mind
- Creating an open environment of trust where attendees want to contribute leading to a more creative, outcome based meeting

Using Humour to Make Staff Feel Safe and at Ease at the Workplace

- Adding the element of surprise to the organisational culture makes for a more fulfilling experience for staff
- Creating playful rituals enhances relationships and creates a safe space for staff to work

Using Humour to Start Conversations and Ease Communications

- Breaking the ice in an easy comfortable manner
- Employees feel more comfortable and are more willing to admit their mistakes

Defusing Tension using Humour

- The Aikido approach to handling difficult people creates cooperation
- Creating team spirit that unites and connects people at work

Using Humour to Better Communicate with Staff

- Written correspondence
- Using stories to create rapport and build deeper connections with staff
- The power of self-effacing humour in storytelling
- Turning personal embarrassments into bonds which unites people
- Creating vulnerability which leads to more openness
- Learning from mistakes
- Humility is a leader's secret weapon
- Practice rehearsed spontaneity to make environment for fun and fulfilling
- Outlining the differences between appropriate and inappropriate humour

Making Employees Feel Involved through Creative Motivations

- Practice creating their perfect world
- Catch people doing something right
- Start a Life Advisory Board
- Focus on others first

