
REPUTATION MANAGEMENT ASSOCIATES

GREAT COMMUNICATORS ARE MADE, NOT BORN

WORKBOOK

Making Your Message Memorable: Presentations

Reputation Management Associates

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Anthony Huey
President

Anthony Huey is a highly-rated speaker who offers session attendees pragmatic communications tools, tips and techniques they can use immediately.

Anthony's 20-year career includes tenures as a news reporter, magazine senior editor, crisis management specialist, media relations consultant and executive speech coach.

He owns Reputation Management Associates, one of the nation's leading communications training and crisis consulting companies. Anthony has presented at more than 2,000 media, crisis and presentational skills training workshops, seminars and speeches in his career.

His past client work includes a wide variety of advertising, public relations and communications initiatives for hundreds of trade associations, municipalities and companies, including Nike, Victoria's Secret, Eli Lilly, Nationwide Insurance, The Kroger Company, and Procter & Gamble.

Anthony holds a Bachelor's degree in Journalism from The Ohio State University.

**Connecting with
Your Audience**

**Crafting
Memorable
Messages**

Preparing to Communicate

Using PowerPoint

**Controlling
the Physical Setting**

Body Language

**Overcoming
Nervousness**

**Delivering
the Message**

Presenting as a Team

Do You Mean What You Say?

To experience how inflection can alter the meaning of a word or phrase, read the following sentences out loud, putting emphasis on different words as you read.

I didn't say you hurt my feelings.

(Someone else said it.)

I didn't say you hurt my feelings.

(Strong denial.)

I didn't say you hurt my feelings.

(I might have suspected it...)

I didn't say you hurt my feelings.

(Someone else hurt them.)

I didn't say you hurt my feelings.

(You just bruised them a bit...)

I didn't say you hurt my feelings.

(You hurt my ego, though.)

Oral Interpretation

Vocal Emotions

- 1. It was a hot and sticky day not fit for a human.**
 - 2. The day was full of joy, clear and cool, and full of promise.**
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- 1. He was ugly, with warts and dirty hair, and an odor that would drive a train.**
 - 2. She was quite beautiful with long, flowing auburn hair and ruby red lips.**
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- 1. It is time to stand up for our rights. We must take back our government and make it work for the people.**
 - 2. I felt like Saint Teresa. I wanted to help and comfort my father in his time of need.**

Notes

EVALUATION FORM

May we please use a quote from you about Anthony's presentation?

Contact Information

Name (please print) _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Phone # _____

Email address _____ Twitter: @ _____

How would you rate this presentation? Average Good Excellent

I would like information on hiring Anthony for:

TRAINING: Presentation Skills Advanced Selling Skills Crisis Communications

Dealing with Difficult Conversations News Interview Skills Pitching the Media

Social Media Customer Service Skills Non-Verbal Communications

CONSULTING: Message ("Nugget") Development Crisis Communications Planning

Public Relations Social Media Executive Speech Coaching

Check if you would like to receive the supplemental presentation packet:

Referral?

Do you know of any associations/organizations/people that would find Anthony's topics of high interest?

Thank you for your business and taking the time to fill out this form.