

Training Scene

American Society for Training & Development
Newsletter of the Massachusetts/Greater Boston Chapter



This Month's Feature

December 11, 2003: HOLIDAY PARTY AND NETWORKING EVENT

Facilitator
Janelle Winston
SpeechCoach Company

Thursday
December 11, 2003

6:00pm - 9:00pm
Registration, Networking &
New and Prospective Member
Orientation

Sheraton Lexington Hotel
727 Marrett Road
Lexington, MA 02421
781-862-8700
www.sheratonlex.com

Members: \$35.00
Non-Members: \$45.00

Register by Wednesday
December 10, 2003

Register After November 10,
Add \$5.00

*Member's guests may attend at
the member fee as long as fees
are paid in advance*

Our ASTD chapter's Networking Dinner meeting is coming up soon on December 11th. It's time to get to know each other! Would you like to feel at ease and have a fun and productive time? Here's some socializing and networking planning tips to make the most of the evening. See you there!

The Positive Planning Approach

1. Think positively about networking.

The December 11th networking meeting will be a wonderful opportunity to meet interesting people, to learn about each other's needs and interests, to help each other out with information, resources and referrals, and to have fun!

2. Bring plenty of business cards.

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Cancellations: *In the event of the cancellation of a program due to inclement weather, notification will be left on our voice mail. Please call 617-731-2783.*

To register please send check to ASTD
Mass/Greater Boston Chapter
PO Box 67262, Chestnut Hill MA 02467

For information or to register online:
<http://www.massastd.com>
ASTD - phone: 617-731-2783
fax: 617-731-6315

Pre-registration and
prepayment are required.
Register today by calling the
Chapter Office at
(617) 731-2783
or log on to:
massastd.com

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2002 Chapter Officers

President
Larry Habart

Immediate Past President
Christopher DeVany

President Elect
Position Open

Director - Membership
Jackie Grocer

Director - Technology
Dave Pasquantonio

Treasurer
Myron Cohen

Please call the Chapter Office at
(617) 731-2783 for information on how to
contact any Board member.

Training Scene

Is published ten times per year, and is the
official newsletter of the Massachusetts/
Greater Boston Chapter of the American
Society for Training and Development.

Direct requests regarding submitting articles
or advertising to: Chapter Office, ASTD,
PO Box 67262, Chestnut Hill, MA 02467
Phone: (617) 731-2783

Submissions:

Articles and announcements
for inclusion in Training Scene
may be emailed to:

trainingscene@massastd.com

President's Message

Thanksgiving has come and gone, except for the memory of family, turkey, football games, and the endless turkey sandwiches. Now we officially start the busiest social season of the year. It is time for gift giving, social interaction, meeting new people, reflecting on the past and looking towards the future.

In the business of human development, from now to mid January signals a transient time of the year. This is the time to review, evaluate, and write your training programs.

Use this time to:

- Fine-tune your diagnostic forms.
- Meet with vendors.
- Review your present programs.
- Review you upcoming budget.
- Reflection about the wok you performed during the past year
- Review all program evaluations.
- Dream about what you hope to achieve next year.

Above all, have a happy holiday season!

Larry Habart



December Meeting

(Cont.)

3. Create a concise (30 – 40 seconds tops!) self introduction which might include:

- your name
- where you work, if you're currently employed
- what type of work you to do or what type of work you're looking for And/Or
- something you're passionate about, love to do And/Or
- how you can help others attending this event or the type of help you're seeking

4. Think about the conversations you want to have

- What do you want to learn from others?
- How can they help you?
- What do you want to share about yourself?
- How might you help those attending this event?

Bring Plenty of Business Cards

When you begin to speak, do you ever feel distant and disconnected from your audience? Or are you concerned that you need to establish your credibility in order to be taken seriously?

You can use several simple techniques that will put you and your audience at ease and instantly build rapport and credibility. Your audience will experience you as someone they can trust, they can approach, and are eager to listen to. Use the techniques below at any point in your speech. Choose the ones that work best for you and your specific speaking situation.

Building Rapport

- Welcome and/or thank the audience
- Use relationship words such as “we”, “our”, “us” “your” “you” “me”
- Tell them:
 1. You admire or respect them, compliment them
 2. You are aware of their challenges
 3. What you believe they are thinking or feeling at the moment
- Mention an experience or person you both share or know
- Share something about yourself that relates to the industry, your topic, or the event
- Explain how they will benefit from your talk

- Relate the information you present to their needs and interests throughout the talk
- Ask them to talk so the experience feels more like a conversation than a speech

Establishing Credibility - Tell them:

- How long your organization has been involved in the topic you’re discussing
- Your years of experience
- Your role in the information you’re presenting (for ex. - Did you help design, test, or market the product you’re talking about?)
- An personal experience you’ve had related to the topic
- Co-workers who agree with you and that your audience respects
- Other respected people who agree with you
- People/organizations that you have access to or you are connected with that the audience respects
- Media that has quoted you
- Conferences you’ve attended or spoken at

Happy Presenting!
Janelle Winston

For further information, please contact:
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SpeechCoach Company offers group training and private coaching in:

- Presentation & Public Speaking Skills
- Media Appearances
- Meeting & Panel Facilitation Skills
- Teleconferencing & Videoconferencing Skills
- Voice & Diction Improvement
- Accent Reduction
- Interviewing Skills
- The Art of Hosting an Event or Seminar
- Interpersonal Communication - listening, giving and receiving feedback, assertiveness
- Socializing & Networking Skills
- Telephone Skills & Voice Mail Messaging

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Your Chapter Needs You

Are you a Writer?

Have you been published lately?

Would you like to be published in Training Scene?

We are looking for articles for future issues of Training Scene on contemporary Training and Development Issues. If you have an existing article or would be willing to write one, please contact us at MASSASTD.COM or call the office (617) 731-2783

Have you moved?

**Have you recently gotten a new
E-mail Address?**

**Have You Been Getting E-mail
from US?**

On occasion we E-mail information that we consider of importance to the membership.

If you have not been receiving these messages recently, we may need to update our records.

Please call us at:

617•731•2783

or e-mail us at:
info@massastd.com

Reach Over 500 Training and Development Specialists

Advertise With ASTD

Advertising in *Training Scene* is a simple and cost effective way to reach over 600 members of the Greater Boston Chapter of ASTD.

Training Scene is published ten times per year and advertising is available at the following rates per insertion:

1/6 Page Ad	(2 1/4 X 4 1/2")	\$120
1/3 Page Ad	(2 1/4 x 10")	\$150
1/2 Page Ad	(7 1/2 x 4 1/2")	\$230
Full Page Insert	(8 1/4 x 11")	\$300

Discounts:

10% for five pre-ordered, pre-paid insertions

15% for ten pre-ordered, pre-paid insertions

OR

On The Web

Have your own banner ad on the ASTD website.

One month for \$250

Massachusetts/Greater Boston Chapter ASTD

PO Box 67262

Chestnut Hill, MA 02467

(617) 731-2783