

## SLA Toronto Chapter April 12th Event : Register Today!

### Sell Yourself!

#### Learn to Market Your Skill Set through Clear Communication

Marketing your organization can be a huge task. At its root, marketing starts with the way the individuals in the organization communicate with each other, and then with those outside the organization. The way we communicate can have just as much impact as what we communicate. How well do we market ourselves? Can we be persuasive, and sell our ideas when we need to? This hour long interactive seminar will cover topics such as:

- How do we communicate?
- Do I have to be an extrovert to communicate well?
- What can I do to improve my communication skills?
- Calming the presentation jitters ... is it possible?

#### **Speaker: Rich Derksen**

Rich Derksen has been a member of the Toastmasters International organization for over 10 years. Toastmasters is a globally recognized leader in the communication and leadership development field. This organization has been helping individuals achieve their goals in these critical areas since 1924. Rich has achieved his Advanced Communicator Bronze designation, as well as his Competent Leader designation. He has presented numerous educational and training seminars both within Toastmasters, and in the community. He has been the associate co-ordinator for the Youth Leadership program at Ursula Franklin Academy, and mentors a number of Toastmasters in communication and leadership. He currently serves as President of the dynamic Meridian Toastmasters club, and is passionate about helping others achieve their communication and leadership potential.

#### **Date:**

Thursday April 12, 2007

#### **Time:**

5:30-6:00: Registration and networking; light dinner served.

6:00-7:30: Presentation

#### **Location:**

Faculty of Information Science  
Claude T. Bissell Building  
140 St. George Street  
Room 212 (Dean's Conference Room)

#### **Cost:**

SLA Members: \$15.00

Non-members: \$25.00

Students: \$10.00

#### **Registration Information:**

The SLA Toronto Chapter requires payment with registration. Payment can be made via Paypal or by cheque. For registration details visit the website