

# Managing Your Message

Taught by Ed Nichols,  
management consultant and author

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*Business Seminar*

Thursday, Sept. 17

9 am - 4 pm

\$99

Lunch not included but available for purchase.

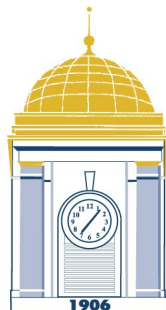
SGC Small Dining Room  
First Floor - Engram Union

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*Great for businesses, government organizations,  
non-profit groups and churches!*

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**Register by Friday, September 11th!**



**South Georgia College**

Continuing Education

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# MANAGING YOUR MESSAGE

**This full-day seminar covers all of the basic principles and techniques for communicating successfully. Helpful tips and advice, along with real work examples are used throughout the course. Ed Nichols, management consultant and author will conduct the workshop. He is a Journalism graduate from the University of Georgia and is the author of *The 8 Great Principles of Managing*. He has authored many articles and conducted over 200 seminars.**

## Writing Skills Covered:

- **How to write professionally**
- **Quality writing rules and guidelines**
- **Using correct syntax and eliminating redundancies**
- **When to use active vs. passive tense**
- **Sentence content and length and elimination of useless words**
- **Drafts, editing, and rewriting**
- **How to gain and hold the readers attention**
- **The importance of good workplace writing and e-mail etiquette**

## Presentation Skills Covered:

- **How to speak before large and/or small groups**
- **Formal vs. informal speaking**
- **Organizing presentations**
- **How to speak convincingly**
- **Live practice speaking sessions with individual critiques**
- **Hearing vs. listening**
- **The importance of good verbal communications skills**

**Participants will be able to write and speak more proficiently and transfer to their jobs and personal life the skills and knowledge required for communicating effectively. *“This seminar is one of the best ways an individual can sharpen their communications skills.”***