



COMMUNICATING FOR IMPACT

WEDNESDAY, OCTOBER 19, 2022

 VIRTUAL EVENT

DISCUSSION: 9-9:45 AM EDT

Q&A FOR EMPLOYERS: 9:45-10 AM



What are the structural, tactical and personal aspects of communicating effectively in a presentation?

Join the Department of Workforce and Economic Development and PA CareerLink® Bucks County for a virtual WEDTalk about creating presentations for maximum audience engagement.

Effective communication skills are essential to presentations across industries when delivering high-level information. Yet preparation can often be overwhelming, even for the most experienced professionals.

Kevin Crook will discuss a proven tool to help organize ideas into an impactful, persuasive presentation. He will analyze each step from structure, technical aspects, and delivery that produce measurable success.

Attendees will leave the WEDTalk with actionable steps to improve their message's professionalism, memorability and results. This strategy is proven to enhance presentation delivery and increase engagement with audiences.



Meet the Expert

Kevin Crook, CIMA, AAMS

Financial Advisor
Raymond James & Associates, Inc.

Kevin Crook helps families and businesses navigate their journeys to achieve their financial and life goals.

He has served in a variety of senior roles in investment distribution and wealth management at firms such as BNY Mellon, Cohen & Steers Capital Management, and Principal Global Investors. Crook has represented a broad array of investment strategies to endowments, foundations, family offices, pension plans, private banks, consulting firms and investment advisors.

Crook employs the vast resources of Raymond James, one of the largest independent financial services firms in the nation not headquartered on Wall Street, to address specific financial needs, including retirement planning, estate planning, trust services, philanthropy and wealth management. This comprehensive, solution-focused approach, delivered with constant personal attention and a commitment to his clients' best interests, sets him apart.



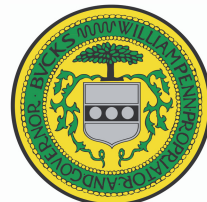
WEDTalks

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