**Tell & Sell Your Story Workshop**

**Conducted by: Michael Vrabac**

**Monday October 30, 2017**

**Clarkson Gallery 4:00-5:00pm**

What does it mean to “Tell & Sell Your Story” as it relates to this workshop? Well if you are interested in pursuing a career in Strategic Communications, News and Information or just interviewing for that first job or internship I can assure you that possessing great presentation skills will be an asset.

Engagement is critical at all levels and taking care of your audience is a must. Therefore the way you communicate with your eyes, hands, body, and voice, non-verbal and with words all play an important role in the way your message is received. There is a saying that goes “how you say it is as important as what you say.” Personality and the way you tell the story are the most important aspects of the presentation. In the end, it’s how your audience “feels” that is critical.

These are a few of the items that will be covered in the workshop. It will be interactive, you’ll learn how to present your brand with intent and clarity so that your audience feels like you’ve “taken care” of them. We will debrief some video of actual presentations in order for you to see and hear what the customer sees and hears.

The workshop will be limited to 16 participants so RSVP to mvrabac@ku.edu to secure your position.