



Presentation Training

The Cornerstone For Success

The ability to deliver a compelling and strategic message is the secret behind every successful business leader. That's because a great presentation has the power to persuade and inspire.

At Frank N. Magid Associates, Inc. we believe that anyone serious about success should possess these skills. We have designed a presentation training program around the idea of making mediocre communicators magnificent.

Our focus is on performance because you can't get your message across if you don't engage your audience. Our consultants will show you new strategies and techniques aimed at winning your audience and advancing your agenda.

This training is research driven. We incorporate findings on audience attitudes to initiate fresh thinking and design the training for your executive.

We also address the communication challenges of video and teleconferencing. These tools are essentially your company's version of television and radio. Our 50 years of training the pros makes us uniquely qualified to help you connect effectively.

Each and every session includes videotaped training and feedback by our Executive Consulting staff, all of whom bring real-world experience as journalists in local and national media, communications and media relations.

The Program

Presentation training

The Approach

Custom designed programs
Research driven
Individual or group training

The Goal

Powerful presentation skills
Clear purpose

The Takeaways

Dynamic storytelling

Vocal expressiveness

Mastery of tools: PowerPoint and
Teleprompter

Effective use of the speaking space

Control over nerves

The importance of verbal and non-
verbal messaging

Appearance consulting and the
importance of visual impact

Strategies for video and
teleconferencing



Company Overview

Since its founding in 1957, Frank N. Magid Associates, Inc. has built a sound international reputation on being one of the most innovative firms in our field.

We apply the most rigorous research methods available to study behaviors, attitudes, and intentions for a variety of clients; including those in the media industry – Internet, publishing, cable and satellite television, wireless and radio – and those who make extensive use of consumer insights, such as retailers and medical service providers. However, our fundamental business is to provide the best customer service possible.

We currently service clients from our offices in New York, Minneapolis, Los Angeles, Chicago and our headquarters in Marion, Iowa.

Magid Quick Facts

- We serve more clients than any other strategic media firm, with thousands of individual communication coaching sessions, seminars on presentation skills and strategy sessions on interacting with the media.
- Frank N. Magid Associates, Inc. works with the nation's top CEOs and Fortune 500 companies.
- We have helped nationally recognized journalists rise to network-level assignments at ABC, NBC, CNN, Fox News and MSNBC. We train thousands of journalists every year.
- Our North American television division consults more than 120 local television stations from every angle.
- Our Entertainment division works with all of the major Hollywood studios and television networks as well as many video game publishers and console manufacturers.



Client Success Story

David Rehr, Keynote Speaker

President and CEO
National Association of
Broadcasters

Words of praise for Mr. Rehr's presentation from the Television Business Report.

"... we saw a very confident and aggressive David Rehr – exactly the kind of bulldog that the NAB Joint Board had sought to lead the association. No need for the podium. Rehr confidently strode to the front of the stage and delivered his speech, clearly familiar with the message he wanted to deliver and the background of the issues he was addressing."