

## Step into the spotlight:

### *create clear, consistent & compelling messages*

This workshop focuses on the skill of Messaging. Messaging communicates the main points of information you want your audience to hear, understand, and remember. They are bitesized summaries that answer key questions.

Ask many professionals questions like what they do and why they do it, what differentiates their firm from others, and what value they bring to stakeholders, there are very few who can provide on-the-spot answers that are clear, consistent & compelling. That is when the skill of messaging comes in handy. And increasingly, it is not only PR and communications experts who are required to promote the firms they work for, but everyone working there.

So, how can they provide messages which make them stand out from the crowd?

The answer is training in messaging skills. When skilled up, each member of a compacny has the potential to become an ambassador. So, when presenting themselves, their practice group, or firm at a networking event, conference or even over a dinner party, messaging is hugely beneficial in building brand identity, generating market visibility and connecting with new and existing clients.